

# The National Underwriter

## LIFE INSURANCE EDITION

THURSDAY, FEBRUARY 23, 1922

### Among Agents—

The Standard Life is developing a standard business. Our men in the field know that the standing of their company is progressing along highly standardized lines; that the business they solicit is ably handled at the home office by a group of men whose high standards of correct practices have developed a high regard on the part of the policyholders for the agent.

Thus it is that our agents are soon looked upon as men of high standards in their respective communities. The standards they employ in handling their prospects are the best evidence of their faith in serving their policyholders to the best advantage possible.

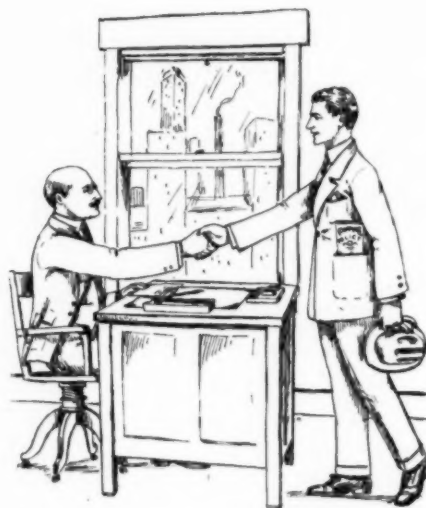
It pays to standardize on the Standard.

## STANDARD LIFE INSURANCE COMPANY

Decatur, Illinois

J. R. PAISLEY, President

W. D. LIPE, Director of Agencies



## *Field Hands and Field Men*

You know the difference between the field *hand*, that sturdy legged, phlegmatic fellow who makes a drudgery of his work and the field *man*, that snappy fellow who has perfected himself in rapid fire logic: But do you know why each is what he is?

Of course native gumption—or lack of it—is largely responsible but back of and encouraging—or discouraging—the man himself is the company for which he works. The kind of a company to tie to is the one that not only meets its men's ambition more than half way, encouraging individual initiative, but also maintains a steady, constructive agents' service that keeps business down to the minute and is a constant source of new ideas which it

passes on to its agents, allowing them to use their own initiative in adapting the suggestions to their individual problems.

That is the sort of organization back of International Life agents and that is why they are all field *men*. Every man that we picked for a winner and admitted into the force has found himself kept in stride by a service so closely in touch with his needs and so quick with an answer to each need that there was never any question of his slipping into the field *hand* class.

There are a few more openings in the International Life for field *men*. If you feel that you can make good use of a comprehensive service in the insurance business, we will be glad to hear from you.

# INTERNATIONAL LIFE *of* ST. LOUIS

*The Company of Today with methods of Tomorrow*

**MASSEY WILSON**  
*President*

**J. L. BABLER**  
*Vice-Pres. & Gen. Mgr. of Agencies*

# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Sixth Year. No. 8

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, FEBRUARY 23, 1922

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### STONE BILL PASSED BY MISSISSIPPI BODY

Legislature Virtually Nullifies Action Against Life and Casualty Companies

### BITTER DEBATE ENSUED

Author of the Measure Declared Litigation Had Done Much Harm to the State

JACKSON, MISS., Feb. 21.—The lower house of the Mississippi legislature this afternoon by a vote of 64 to 43 passed the bill introduced by Alf Stone last week which virtually abates the billion dollar anti-trust suits filed by District Attorney A. J. Browning in the chancery court of Covington county against the life, casualty, indemnity and miscellaneous companies. The bill as passed deprives district attorneys of filing anti-trust suits in the name of the state without the approval of the attorney-general and is made applicable to pending litigation.

#### Bitter Debate Ensued

A bitter debate preceded the passage of the bill. The author of the bill led the fight for it on the floor of the House and declared in an able address delivered during the afternoon that business conditions in the state generally had been demoralized because of the institution of the suits. He said that he did not know who had inspired the action of Mr. Browning in filing the bills of complaints but that the suits were wrong. He cited one instance of a life insurance company closing negotiations for a loan of \$100,000 on Mississippi farm property and refusing to give the matter further consideration on account of the suits. He declared that there never was a time in the history of the state when it needed outside capital worse than it does now.

#### Collins Led Opposing Forces

Representative Collins of Jones led the opposition forces to the bill urging that it is not only unconstitutional but if enacted so that the life and casualty suits were abated it would work harm to the state, as the next demand would be for the abatement of the suit of the revenue agent against the fire insurance companies. Mr. Collins declared that a man named Doyle was in Jackson for the purpose of getting through a measure creating a bureau and that he was advised that Doyle did not intend to leave Jackson until the bill was enacted. It is supposed that Mr. Collins referred to C. J. Doyle, associate counsel of the National Board of Fire Underwriters, who represented the fire companies in the litigation now pending.

All of Tuesday was consumed by the senate in consideration of the Dunn bill. Governor Russell, Revenue Agent Robertson and their friends in the legislature are conducting a stubborn fight against the bill.

### SHUFF CANCELS TOUR

VOICE FAILS UNDER STRAIN

Serious Throat Affection Compels Him to Return Home After Salt Lake City Meeting

SALT LAKE CITY, UTAH, Feb. 21.—John L. Shuff, president of the National Association of Life Underwriters, had to cancel his appointments at Denver and elsewhere and leave for home today as a result of a throat affection of a serious character, brought on by excessive strain.

Mr. Shuff met about 150 members of the Utah association at a banquet in the Newhouse Hotel, and was to have given an address on the "Elements of Salesmanship and Life Underwriters Association," but this was dropped from the program. However, contrary to the advice of a specialist whom he had consulted in the morning, President Shuff addressed the gathering for a short time along general lines, his voice being scarcely audible, except to those who sat near him. In the course of his remarks he said:

#### Insurance Bigger Than Company

"Insurance is bigger than any company. Confidence is its foundation. I believe in competition, but no matter how keen competition becomes, never deny any company that has the endorsement of the insurance commissioner of your state. When you do so you are destroying confidence in the foundation of your profession."

Mr. Shuff declared that a man who cannot believe in God cannot make a life insurance agent, although he might make a living, for the agent's work touches the lives of people so closely. He quoted figures from the last census relating to the life insurance of the nation, and contended that success in writing insurance depends on the environment created by agents themselves. He made an earnest plea for support for the association. As soon as President Shuff had finished speaking he retired to his room in the hotel.

#### Draper on Utah Association

D. M. Draper, attorney for the local association, spoke on "The Accomplishments of the Utah Association. As I Have Known Them." Mr. Draper dwelt at some length on the association's fight against the renewal of the license of the Mountain States Life of Denver, and insisted its stand was not from selfish moves, but for the benefit of the fair name of insurance and the public. He urged the underwriters to get behind the officers of the association by becoming members.

#### Talk by Utah Commissioner

John W. Walker, Utah's commissioner and a life man himself, said when he went to the state capitol he was determined the insurance department should cooperate with the insurance fraternity of the state. He related how he had recently asked every company operating in the state to file a copy of its policy forms so that they might be avail-

### DEATH RATE IS DOWN

CENSUS BUREAU STATISTICS

Cancer, Influenza and Puerperal Diseases Show an Increase in the Ten-Year Period

WASHINGTON, D. C., Feb. 21.—The death rate in the United States decreased to 1,306 per 100,000 population in 1920 from 1,496 per 100,000 in 1910, according to figures announced by the census bureau.

All age groups showed a decline in death rate, but the most pronounced decrease was recorded in the figures covering infant mortality under 1 year of age, the 1920 rate being 9,660 per 100,000, compared with 13,083 per 100,000 in 1910, a decline of about 26 percent.

The rate for the group above 75 years of age decreased from 14,360 to 13,490 per 100,000, approximately 6 percent, while that for the 45 to 75 age group decreased from 2,581 to 2,280 per 100,000, or about 12 percent.

#### Reduced Phthisis Rate

The decrease in all adult groups was attributed largely to the reduced rates from tuberculosis, typhoid fever and Bright's disease.

The rate for tuberculosis showed a decrease in the ten-year period from 160 to 114 per 100,000; for typhoid fever, 24 to 8 per 100,000, and Bright's disease and acute nephritis 99 to 89.

The death rate from accidents of all kinds decreased from 84 to 71.

#### Cancer on Increase

Diseases showing a serious increase in death rate, on the other hand, were cancer, the rate for which increased from 76 to 83; influenza, 14 to 71, and puerperal causes, 15 to 19.

The rate for organic diseases of the heart showed practically no change from the 1910 rate of 141.5.

#### Northwestern Mutual's Meetings

The Northwestern Mutual Life started last year to hold sectional meetings for general agents. These group meetings proved a great success and they are being carried on again this year. The first group meeting was at Washington, D. C. The next meeting is being held this week in Chicago. Another group meeting will be held in Des Moines, Feb. 27-28. A week later there will be a group meeting at Salt Lake City. Vice-President Cleary, Superintendent of Agents Copeland and Actuary Evans are attending these meetings. In addition to these three, there are others from the home office that are attending at least one.

able for the inspection of anyone interested in them.

Charles F. Barrett, president of the Utah association and local manager of the Mutual Life, gave a talk on "Some Reasons Why You Should Belong to the Life Underwriters Association," in which he declared that one could not have anything without organization and observed that America's existence as a nation was accomplished only by organization.

### OFFICIAL COMMENT ON NON CANCELLABLE

Declare That the New Fangled Policy Is Loaded with Dynamite

### AS SEEN FROM HARTFORD

Company Executives Think That This Accident and Health Contract Is an Impracticable One

HARTFORD, CONN., Feb. 21.—(Special Correspondence.)—Many men connected with the accident companies of Hartford look on the retirement of the Equitable Life of New York from the disability field as proof of the impracticability of the noncancellable idea in this branch of underwriting.

The dominating sentiment in Hartford has been against the noncancellable policy. All of the Hartford companies have put out contracts with this feature, but none has displayed any great enthusiasm over their own forms.

Many Hartford underwriters have been very positive in their assertions that the noncancellable provision was wrong, that it was of little value to reasonable and honest policyholders, and that it was loaded with dynamite.

#### Views of One Executive

One company executive, when asked his views of the situation, said:

"It is a mistake to hold that a company successful in underwriting life insurance will be successful in underwriting accident and sickness insurance."

"Success in the art of underwriting accident and sickness insurance is acquired only by long practice and through close observation of many years of experience based on the insurance of hundreds of thousands of lives. It is the same old story—the hardware manufacturer, successful in that line, gets the idea that he can become a successful automobile manufacturer, and after putting a million or two into the experiment retires from the game."

#### Experience of Surety Companies

"Surety companies tried the accident business before noncancellable insurance was ever heard of. One large company after building up a big volume discontinued altogether. The others have made only mediocre progress, with unsatisfactory underwriting results."

"The large fire companies undertook the writing of accident and health insurance through casualty auxiliaries with predictions as to the enormous volume of this line of cover that they could write. Notwithstanding their stupendous agency organization and prestige, progress, after putting the first two or three hundred thousand in premiums on their books, has been practically nil, and with unsatisfactory underwriting results."

"Accident insurance is a line which



requires the most careful watching and attention and he who ventures into it must go through the same mill which has made the older underwriters successful before he can hope to achieve similar results."

#### Changing to Multiple Company

Another Hartford insurance man put similar ideas forth from a different angle. His comment was:

"The permanent success of a company rests with its home office and field organization. An organization brought up on the single line plan can not be transformed into a multiple line organization over night. The success of the Travelers and Aetna Life is no guarantee of success in the multiple line field to other companies. The Travelers, originally an accident company and still writing about twice as much of this business as any competitor, has been ranking among the five or six leading life companies for several years now and the Aetna Life, originally a life company, stands second in the commercial accident field, but it is just as different from the life companies in its construction, organization wise, as the loft buildings of New York, housing many different kinds of manufacturing, are different from the one story factories covering vast areas in the manufacturing suburbs of that same city.

"Another point often overlooked is the need for claim men in territories where business is in force. Assembling a claim organization is a big job, making it function to the satisfaction of policyholders is another big job, and getting enough business to maintain it is still another."

#### Says Policies Are Lifted

One company executive, in commenting on the statement of the Equitable that it started to write accident and health insurance for the purpose of helping the production of life business, remarked:

"The writing of noncancellable disability policies won't in the long run, help produce anything but trouble. Already some of the companies which have been the chief exponents of the noncancellable idea have begun lifting policies. Just how a policy which can be lifted is noncancellable I cannot see. This lifting practice, if it continues, is going to make the noncancellable contract a joke with the public. If it is discontinued there will have to be a lot of tightening up in the underwriting and even then heavy losses on the business are possible and we believe probable. If any company accumulates a big volume of it. You can eliminate by medical examination a small proportion of those who are not physically entitled to health insurance, but you cannot eliminate by anything but business relationship those who are mentally or morally unfitted for the protection of health insurance. Too many people can imagine or feign illness. A company, and in the case of a mutual the company happens to be the policyholders themselves, really needs the protection of the cancellation clause against hypochondriacs and frauds.

#### Doubts Success of the Plan

"Some people thought that the noncancellable disability policy contained a great strategic advantage for the life agent. They figured that life men took applications for \$10,000 line policies, then ordered two contracts of that size and succeeded in delivering both. They then reasoned that it would be possible to write an application for a noncancellable disability policy, get a medical examination and then deliver not only the disability policy but also a life contract. I doubt whether this strategy has been so very successful. In the first place not a very large percentage of agents can deliver the second life policy. In the second place those who are adept at this stunt only succeed in a certain percentage of their attempts. And in the third place the man who has applied for life insurance has been convinced that he needs life insurance, while the man who applies for disability insurance has not been convinced that he needs life insurance.

#### Few Policies Cancelled

"The very fact that few accident policies have to be cancelled by companies which underwrite their business with any degree of care shows that the noncancellable feature in an accident con-

## OHIO SALES CONGRESS

### TO BE HELD IN THREE CITIES

Opening Event Will Be in Cincinnati, Mar. 9—Columbus Will Follow and Then Cleveland

Plans for the series of Ohio sales congresses are rapidly being completed. The schedule as now arranged gives Cincinnati the opening on March 9, Columbus 10 and Cleveland 11. It is said that the Cleveland committee requested Saturday in order to meet the convenience of industrial agents, of whom there are about 700.

The three large associations are co-operating closely in preparing a standardized program which will be substantially followed in each city. The committee consists of Howard Swope, president Cincinnati association, Clinton F. Criswell, executive secretary Cleveland association, and George A. Bredehoft, secretary Columbus association and also secretary-treasurer of the recently organized Ohio state association.

#### Three Men Are Secured

It is understood that at least four speakers have already been secured who will comprise the team making the three cities, and that another nationally known life insurance man is being sought in the east. Judge Charles J. Orbison of Indianapolis, who recently addressed the sales congress in that city so acceptably has been secured to speak on "Estate Hazards and Life Insurance."

A. H. Kollenberg, of the Mutual Benefit in Grand Rapids, Mich., will speak on "Business Insurance and Insurance for Small Corporations." He established a reputation last year in addressing the sales congresses in Chicago and Grand Rapids. Another exceptionally strong speaker has been secured in Willard I. Hamilton, second vice president and secretary of the Prudential. He will treat a subject of great practical interest to the average agent.

John L. Shuff, president of the National Association of Life Underwriters, has been requested to open each congress.

#### Will Hold No Banquet

No evening banquets will be held in connection with these congresses, emphasis being laid on supplying programs that will be interesting and practical, then quit and go to work and apply it.

It is understood that a uniform registration fee of \$1 will be charged to defray expenses. Nearby associations are co-operating, and it is expected that the aggregate attendance will run close to 2,500. Although charging a \$2 fee, the Cleveland congress drew more than 800 last year. Having the advantage of an immense number of licensed agents to draw from, the northern Ohio division expects to take care of from 1,000 to 1,200 this year, which would establish a new record for one-day sales meetings of life men.

tract is not worth a great deal to a policyholder. The very fact that most cancellations of health policies ordered by companies are due to mental and moral attitudes exhibited by policyholders shows the necessity of either a cancellation clause or of rates and reserves that contemplate a selection against the company. Whether good health risks will ever stand for rates which contemplate such a selection is a question.

"Health insurance, even on the cancellable plan, has not been profitable and just how anyone can believe that it might be made so by increasing the opportunities for loss has been a poser for a lot of men long engaged in the underwriting of this form of insurance."

The body of the late John F. Tanke, former insurance commissioner of Iowa, was cremated following the funeral last week. The ashes were taken to the old home at Monona, Ia. Mr. Tanke died at Miami, Fla.

## CONGRESS IN PORTLAND

### OREGON AGENTS' CONVENTION

President John L. Shuff of the National Life Underwriters' Association in the Northwest

PORTLAND, ORE., Feb. 16.—The second annual sales congress held under the auspices of the Oregon Association of Life Underwriters took place today. The executive committee in charge was E. N. Strong, chairman, Horace Mecklen and William Goldman. The program of the congress was as follows:

#### Morning Session

Registration.  
Song, "America" ..... By the audience  
Invocation ..... Dr. W. T. McElveen  
Pastor First Congregational Church  
Welcome Address ..... E. N. Strong  
Chairman "One Day Sales Congress"  
Welcome Address ..... A. C. Barber  
Salem, Ore. (State Insurance Commissioner)  
The National Association and Its Benefits ..... John L. Shuff  
Cincinnati, Ohio (President National Association of Life Underwriters)  
Business Insurance ..... Marion L. Cummings  
General Agent, New England Mutual, Seattle.  
Meeting Objections ..... W. C. Schuppel  
Agency Supervisor, Oregon Life.  
Discussion led by ..... W. S. Raker,  
J. E. S. Buchanan, W. M. McConnell  
and I. C. Cunningham.  
The Morale of the Agent .....  
Equitable Life Assurance, Seattle.  
Luncheon—Chamber of Commerce.  
Speakers ..... John L. Shuff and Joseph L. Greenwell.

#### Afternoon Session

"Life Insurance and Bank Credits" ..... Charles A. McLean  
Vice-President, Ladd & Tilton Bank.  
"The Human Element in Salesmanship" ..... John L. Shuff  
President, National Association.  
"How I Sell Income Insurance" ..... Frank King  
Portland (Mutual Benefit Life Insurance Co.)  
Discussion led by ..... Walter Goss  
and Hugh Henry  
Consistent Production, Alfred T. Parker  
Portland (New England Mutual).  
Discussion led by ..... Robt. E. Mullen  
and Earl L. Bernier  
"Simple Salesmanship" ..... D. E. Wilson  
Portland (Prudential Insurance Co.)  
Discussion led by ..... Horace Mecklen  
"Economics and Business" ..... Dean Stephen I. Miller  
University of Washington, Seattle.  
Adjournment.  
Banquet, Brand Ball Room, Multnomah Hotel.  
(Members invited to bring their wives.)  
E. N. Strong ..... Toastmaster  
President, Oregon Association of Life Underwriters.

## NEW LIFE COMPANY IN TEXAS

### Gulf Mutual of Houston Organized Under New State Law Permitting Mutual Companies

A new life company has been organized in Texas, formed under the act adopted last June by the state, permitting mutual life insurance companies to incorporate. The company is the Gulf Mutual Life of Houston, operating on the level premium, legal reserve basis. Organization was begun immediately upon the adoption of the new statute last summer and the company is now ready for business, offices having been secured in the Mason building in Houston.

Richard Dozier, for several years with the Reserve Loan Life in Houston, is president of the new company. Mr. Dozier has been in the insurance business for 30 years. William A. Ridley, who has been medical examiner for many of the life companies doing business in Houston, is medical director. Ewing H. Lancaster, Houston, general manager for the United States Rubber Company, is vice-president, and John F. Dillard, a member of the law firm of Blackwell & Dillard, is secretary. The company will operate in Texas only. It will write the first \$1,000,000 without cost to the company, this amount being written by the officers.

## OBJECTS TO THE PLAN

### JOHN HANCOCK'S POSITION

Will Not Enter Into Any Alliance With Banks in Combination with Savings Accounts

The John Hancock Mutual Life has announced that "it is not at this time willing to enter into relations, or have members of its agency organization enter into relations, with the banks on this plan of savings accounts with insurance."

The John Hancock, in common with all the leading life companies, has received numerous inquiries from banks which have evidently become interested in the subject, and also from their agents who wished to know what the attitude of the company was. Agents are of different states of mind on the subject. Some wish to enter into competition if the matter is to be encouraged by the companies while others think it would be inadvisable to encourage the plan at all.

#### Nason Makes Announcement

The John Hancock has gone into the matter very carefully before making any decision. The report on this matter was made by Vice-President Fred E. Nason on the occasion of the recent meeting of the general agents at the home office in Boston. No company in the country has fostered the interests of its agency organization to a greater extent than the John Hancock and therefore it is not at all surprising that the management should register its opposition to any plan of operation which would suggest that the interests of its agency organization would be jeopardized.

The John Hancock management is of the opinion that the agitation of this subject of savings banks doing life insurance will gradually die out, the plan itself not proving actually workable as a permanent proposition. The fact of the matter is that banks which have taken the matter up most extensively are not wholly satisfied with the returns, while on the other hand the life companies and agents who have gone into the proposition have encountered so many difficulties that most of them think the game is hardly worth the candle.

Nevertheless Vice-President Nason said the company would carefully scrutinize the development of the plan and would stand ready at any time to modify its attitude if circumstances made it desirable to do so.

#### Not a Criticism of Movement

This decision is in no way a criticism of the movement by which many banks have co-operated with the life insurance companies in advising life insurance and advertising life insurance in the interests of thrift.

"For many years," said Mr. Nason, "the contact between banks and insurance companies has been very close through issuance of credit insurance or insurance to protect against losses in the event of the death of the borrower at the bank."

The John Hancock considers that this type of insurance offers every possible advantage to all concerned and believes the field is one to be cultivated and extended, forming a satisfactory basis of co-operation between the life companies and their agents as well as with the banks and trust companies.

Nor is the company unmindful of the fact that the life insurance companies can prove a positive benefit to the banks in their encouragement of the thrift idea through their advertising and their agents.

W. T. Horton, for some years identified with the home office of the Lamar Life, and for the past year at the head of the policy department at that company, has resigned to engage in the practice of law.



## CASUALTY COMPANIES SUED IN MISSISSIPPI

New Suits Are Condemned In  
Resolutions of Legislature  
and Rotary Club

## CASUALTY COMPANIES HIT

Several Life Companies Writing Acci-  
dent Business Included—Devel-  
opments in Life Suit

JACKSON, MISS., Feb. 21.—A resolution was passed by the Mississippi legislature Monday afternoon condemning the action of District Attorney A. J. Browning in suing the life and casualty companies operating in the state. The resolution was introduced by Senator Love of Perry, who made a strong speech in its support.

At the regular meeting of the Jackson Rotary Club, held Monday, a resolution was passed condemning the suits, and declaring them to be inimical to the best interests of Mississippi. A copy of the resolution was sent to all the Rotary Clubs of the state, with the request that the clubs take similar action.

JACKSON, MISS., Feb. 21.—Following the action taken by District Attorney Browning in instituting suit against 21 life insurance companies operating in Mississippi, charging violation of the anti-trust law, Mr. Browning has now filed similar proceedings against 27 casualty and surety companies, in which penalties aggregating more than \$500,000,000 are sought.

A number of life companies writing accident and health business are included in this suit, among them the Equitable Life of New York, Home Life & Accident, Interstate Life & Accident and National Life U. S. A. Several of these have already been made defendants in the suit against the life companies.

### Taken Up in Legislature

The serious situation created by these two suits was recognized in the legislature, where Representative Stone introduced a bill, which if passed would put an end to the litigation against both life and casualty companies.

Contrary to general expectation, as well as the expressed opinion of the insurance commissioner, neither the Lamar Life nor the Gulf Coast, the two life companies domiciled in Mississippi, have as yet been made parties to the suit against the other life companies.

### No Alarm Over Life Suit

There is no alarm over the life suit among general agents, managers and agents in Jackson. Agents of the New York Life said that advices from the home office of that company had been reassuring. S. R. Whitten, Jr., general agent for the Home Life, said that he regarded the litigation as purely sensational, and that he had gone quietly on with the conduct of his business. W. V. Wall, special agent for the Jefferson Standard, declared that it had not in the least disturbed his business. Other general agents who failed to receive telegraphic communication from the home offices of their companies, took this as an indication that the aspect was not serious, insofar as soliciting itself was concerned, but all were of one accord in declaring that the suit would not do the state any good, but would only serve to make matters worse, and to hamper further an already badly impaired public credit.

### Report Withdrawal of Loan

Local newspapers in Jackson carried a story Monday to the effect that a large Eastern stock life insurance company had recently approved loans for \$25,000 to be made on farm lands situated in

## CONTRACT CONSTRUED

TEXAS COURT GIVES RULING

Important Points in Regard to Agent's  
Compensation Decided in Amer-  
ican National Case

An important decision on the question of life insurance agency contracts has been announced by the Texas supreme court, approving the decision of Section B of the commission of appeals in the case of American National vs. Teague. The opinion affirms the judgment of the court of civil appeals which reversed and remanded the case for a new trial. The insurance company's demurrer was sustained by the trial court.

Teague sued the company for compensation in the way of commissions, salary, bonuses and renewals, claimed to have been earned under two written contracts, and verbal and written modifications thereof, whereby he was employed to write life insurance for the company, first as agent, and later as assistant superintendent.

### Three Questions Decided

There were three questions decided by the opinion:

First, it was held that the verbal and written modifications of the contracts, under which the rate of compensation was increased without otherwise affecting the contracts, were enforceable; because the contracts were terminable at any time by either party, and therefore subject to modification at any time by mutual agreement. The general doctrine is recognized that when a contract requires one of the parties to do a particular thing for a given sum, an agreement to increase the rate of compensation is not enforceable in law, as being without consideration. If the increase in compensation is the only modification of the contract. The opinion holds that an exception to this rule exists where the contract by its terms is terminable at will.

### Terms of Contract Construed

The second question arose upon the construction of a clause in the contracts providing that if they were terminated for any reason "the salary or commission which said agent shall have received from the company shall be in full of all claims and demands upon the company in favor of said agent upon this agreement." It was held that this clause prevented the agent from recovering for any business done by him for which commissions had not been earned. But, as the court says:

"We think the contract should not be construed as evidencing an intention on the part of the parties to the contract, that sums unconditionally due and payable under the terms of the contract at the time of its termination should be forfeited to the company merely because they had not been actually paid to the defendant up to that time."

The last point decided was that bonuses could not be recovered when the contract provided that any bonuses agreed to or implied in the contract should be at the option of the company; unless it was shown that the company had exercised its option to pay the bonuses.

the northwestern section, commonly known as the Delta section of the state, but that since the filing of the suits, the company had notified its loan agents that the deal would be called off. The name of the company has not been made public.

### Denies Fire Companies' Connection

Attorney R. L. McLaurin, who is acting for the fire companies in the Mississippi litigation has issued a statement in which he vigorously denies that the fire companies have anything to do with the suit filed by District Attorney Browning against the life and casualty companies.

The bill introduced by Representative Stone in the legislature is an effort to stem the tide. It provides that only the attorney-general of the state shall have the power to institute suits against life,

(CONTINUED ON PAGE 15)

## CONTROL TRANSFERRED

CHICAGO MEN ARE IN CHARGE

Great Northern Life of Wausau, Wis.,  
Elects New Officers and Directors  
at Meeting

The formal transfer of the controlling interest of the Great Northern Life of Wausau, Wis., to H. G. Royer, C. O. Pauley and their associates of the Central Business Men's of Chicago took place last week at the annual meeting. Commissioner Platt Whitman of Wisconsin was present and approved the details of the transfer stating that the laws of Wisconsin had been complied with. H. G. Royer, president of the Central Business Men's was elected president of the Great Northern Life, Frank A. Helmer, vice-president and general counsel; Ward C. Castle, vice-president and chairman of the finance committee; C. O. Pauley, secretary; John A. Sullivan, vice-president; J. P. P. Oliver, assistant secretary and actuary; Ira S. Parker, auditor and assistant treasurer; A. B. Rosenbury, medical director.

The life insurance department will be continued in charge of John A. Sullivan, vice-president of the Great Northern. It is proposed to enter the Great Northern in a number of states and the two companies will be run in conjunction until the Central Business Men's is merged with the Great Northern. The company will continue as a Wisconsin corporation with principal office in Wausau, but an underwriting office will be opened in Chicago in connection with the Central Business Men's Association about May 1, where the agency and underwriting operations of the company will be conducted.

### Directors of the Company

The directors of the Great Northern have been elected as follows:

Stanley H. Barrows, president National Kellastone company, Chicago; Harry P. Harrison, treasurer and manager Redpath Lyceum Bureau, Chicago; R. G. Lamberson, president Midland Press, Chicago; C. C. Yawkey, president Yawkey Lumber company, Wausau; Ward C. Castle, vice-president Standard Trust and Savings Bank, Chicago; H. G. Royer, Chicago; W. E. Jacobs, sales manager Schutter-Johnson Candy Company, Chicago; F. A. Hill, president, F. A. Hill & Co. real estate, Chicago; Jacob Mortenson, lumber, Chicago; H. A. Huskey, treasurer, Worth-Huskey Coal Company, Chicago; C. O. Pauley, Chicago; Isaac B. Tigrett, president Mobile, Gulf & Northern Railway Company, Jackson, Tenn.; Frank A. Helmer, Helmer, Moulton & Whitman, attorneys, Chicago; John A. Sullivan, Wausau; C. S. Gilbert, president American National Bank, Wausau. The Great Northern had a very successful year in 1921. Its statement showed a total insurance in force of \$14,594,930, reserves of \$1,447,006 and total assets of \$1,719,760. The gain in insurance in force for the year was \$1,423,200, while the gain in assets was \$281,372. It was stated that the new business for the first two months in 1922 shows an increase of 25 percent over the new business for the similar period in 1921.

### American of Detroit Meetings

Announcement has been made to the field force of the American Life of Detroit by President Clarence Ayres that the annual meeting of the \$250,000 Club will be held next year, Jan. 30-Feb. 2. The contest is on for qualification to the club, and some 30 agents are expected to win.

The company's Oklahoma general agency manager, L. J. Stark, will hold a sectional meeting at Guthrie, Okla., Feb. 20-25. For one month Mr. Stark has conducted a school of instruction for his agents and will close with the central meeting next week. R. W. Auger, vice-president, from the home office, will attend.

## KANSAS CITY LIFE HAS AGENCY CONFERENCE

Attendance of 250 and Abundance  
of Optimism and "Pep"  
Mark Meeting

## ANNOUNCE NEW POLICIES

Isaac Miller Hamilton of Federal Life  
in Address Pays High Tribute to  
President Reynolds

KANSAS CITY, MO., Feb. 21.—The 1922 agency conference of the Kansas City Life was held here Feb. 15-17. There was an attendance of 250, and the conference was characterized by optimism and pep from the beginning. The business sessions for the second and the third days were held without intermission, beginning in the morning and continuing until the early afternoon. The theatre party Wednesday night, and the dinner-dance Friday night, were the big social features.

The announcement of the issuance of two new policies, and a reduction in rates were the special features of the business sessions, together with the planning for a vigorous campaign throughout the year for the writing of new business, and the reinstatement of lapses.

### Reynolds Reviews Progress

The business sessions opened Wednesday morning for registration, roll call and announcements. The session was presided over by W. C. Jones. The afternoon conference was called to order by N. E. Scott, and the session was taken up with the address of President J. B. Reynolds, and a full and frank discussion of the points in his address.

The subject of his address was "Past, Present, Future." In reviewing the past achievements of the company, he emphasized that it had always been the policy of the company to render the largest possible service to policyholders, and to adopt every new thing that had been proven to be at once progressive and safe. He congratulated the agents on the achievements of the past, and especially during the months of reconstruction, which had hit all business so hard.

### New Policies Announced

As an indication that the company was still in line with its past policy of rendering the best service possible, he announced that the 5 per cent that had been added to the rate on certain policies when the 80 cent war tax had been assessed, would now be removed, as the tax law had been repealed.

In addition, he announced the issuance of two new policies. One of these is an endowment at 65. The other policy is designed to reach a large number of prospects who in the past were not acceptable. These are not sub-standard cases, but persons in hazardous business, who will now be received on payment of the larger premiums. This business is estimated to be about 8 per cent of the whole available in the past. The business will be written in the future on the ordinary and twenty pay forms.

### Field Problems Discussed

Thursday morning Charles P. Carroll took the chair, and a general discussion of field problems having a bearing on the medical and actuarial question was carried on. Dr. Henry A. Baker, medical director, and R. Montague Webb, actuary, were in charge of the two sections of the discussions. These were

followed by a discussion of lapses and reinstatements, under the leadership of Secretary C. N. Sears. At 3 p. m. there was a conference of the state and district managers.

Friday's business session opened with D. J. Cravens in the chair, and the first hour was devoted to the discussion of the company's investments. The leader of the discussion was D. T. Torrens, vice-president of the company.

#### Hamilton Is Speaker

Orville Thorp then introduced Isaac Miller Hamilton, president of the Federal Life, who made an address. He expressed his high appreciation of the fact that Mr. Reynolds had always stood for those things that made for larger and better service to the policyholder, and for the best that there was in life insurance. He urged the fuller realization of the fact that the life insurance business is a whole, and that what helps one company helps all, and what hurts one, hurts all. He said that the companies were branches of the general business, and that each branch, while necessarily loyal to its own interests, found its highest prosperity in building up, rather than in tearing down, the other branches. He spoke of the bigness of the life insurance business, but predicted that the development of the next decade would bring still greater victories to the common cause. The company that would secure the largest proportion of the benefits would be the one that would most fully appreciate the greatness of the service to be rendered to the public, and most earnestly labor to render that service.

Following the banquet, which was attended by 370 people, there were short addresses from a number of speakers, including Senator James A. Reed of Missouri, Joshua Barbee, of the Missouri insurance department; Isaac Miller Hamilton of Chicago, and Thomas W. Blackburn, secretary and general counsel of the American Life Convention.

## LIFE COMPANIES AND THE A. & H. FIELD

The Expression of Views of an Officer of the Health and Accident Underwriters Conference on This Relationship

BY W. R. SANDERS

President, Health and Accident Underwriters' Conference

**M**OST casualty company officials are firm believers that casualty home office executives must first win their spurs as agents in the field in order that they may visualize conditions from all angles. Service in casualty lines is a greater factor than any other. To furnish pleasing service requires constant study coupled with years of practical experience on the part of the casualty home office people.

We have not the time, knowledge, experience or inclination to tell life companies how they should conduct their business as they should know how to accomplish any and all results in their line. We are continually confronted by conditions which are constantly changing, requiring the closest attention on our part in order to furnish service which is an important factor in casualty lines.

#### Development of Service

Casualty insurance owes its success to training on account of being based on technical as well as practical experience and to become a good casualty manager requires as long and studious effort as to become a skillful surgeon.

For many years casualty companies endeavored to educate fire agents, which resulted in fire agents writing the large majority of the casualty insurance. The life agents, however, desired to increase their service by furnishing complete protection and many engaged in casualty insurance in connection with life insurance, proving that the combination was meritorious and pleasing to their clients, and of financial benefit to themselves.

For reasons best known to some life

companies they were not in favor of their agents handling casualty insurance and this might have been the reason life agents asked for the permanent disability clause, double indemnity clause, etc., etc.

#### Evolution of Combination

The evolution from a purely life company to a life and casualty company was only three steps. The first step started with the total disability benefit providing a waiver of premium in case insured was totally and permanently disabled, a very rare and unusual hazard, which was later extended, under same conditions, to furnish a disability annuity in addition to the premium waiver.

The next step was the double indemnity clause which provided double the face value of the policy if death was caused solely and exclusively by bodily injury through accidental, external and violent means while riding as a passenger on a public carrier etc.; the liability being reinsured in casualty companies; this as in step one was later extended to cover accidental death under same provisions irrespective of how the accident occurred.

The third step was the plunging of life insurance companies into a business which is fundamentally and distinctly apart from it. The life companies had been many years perfecting the machinery for handling life insurance business. The casualty companies likewise. The power plant of life companies no more fits the intricate machinery of casualty insurance than a Ford assembling plant and machinery

would fit that of the Gruen Watch Company.

#### Acknowledgement of Situation

The Equitable Life has now started on the return journey, going back to step No. 2. The personal accident and health insurance is diverting from the life business a considerable part of the attention of the home office. What effect this will have upon the arguments pro and con on the radical departures from the orthodox contracts which have been inaugurated by some companies since entering the casualty field remains to be seen. The fact remains that one of the oldest and largest life insurance companies after three years' experience in the casualty field writing about \$2,000,000 in premiums the last year, practically acknowledge that the business of life insurance can be better handled by life insurance companies and the business of casualty insurance conducted by casualty companies with a greater degree of safety and service.

What effect this return voyage of the Equitable will have on the smaller life companies who have started their auxiliary boats on the same stream will be watched with great interest.

#### Oklahoma Agents Meet

A meeting of Oklahoma agents of the American Central Life was held in Oklahoma City the past week and was attended by Herbert M. Woollen, president of the American Central; Roy A. Hunt and Harry S. Wilson, vice-presidents of the company, and M. F. DeLisle of the western department of the company, Kansas City. Conditions generally were discussed at the conference.

The singing of J. W. De Roche, assisted by a chorus of 40 voices, was a feature of the first concert given by the North-western Mutual Life's choral club in the auditorium of the home office building at Milwaukee. Carl Haase is conductor of the chorus.

# THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN

TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the  
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak—The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President



## TO TAKE NO ADVANTAGE

### POSITION OF THE LAMAR LIFE

General Manager Welty Says That the Agents Will Not Use Unfavorable Publicity

JACKSON, MISS., Feb. 20.—Vice-President and General Manager C. W. Welty of the Lamar Life of this city, is urging the agents of his company not to take advantage of the situation created by the suits brought against the outside life companies on the ground that they are violating the anti-trust law. Mr. Welty in an interview said:

#### Able to Get Its Share

"Speaking for the Lamar Life, I can state most emphatically that neither the company nor any one connected with it had anything whatsoever to do with the filing of this suit or even in suggesting it. It took us completely by surprise. The most cordial relations have always existed between us and the companies against which suit has been brought and their agents in Mississippi. Though competing for business, such competition has been exceedingly friendly. We have been able to get our share of the business and it is simply absurd to believe we should resort to such underhand methods. We are certain there is not an official nor an agent of any of those companies who believes for a single moment that the Lamar Life, or any one connected with it, is directly or indirectly responsible to the slightest degree for the bringing of this suit. We sincerely trust the companies will not withdraw from the state.

#### No Cause for Alarm

"Certainly there is no cause for any policyholder in any of those companies to feel the slightest alarm, and if our advice was asked, it would be that all such policyholders will do well to hold to their policies and keep them in force. We want all the business we can get honorably and legitimately, but we will instantly discharge any agent of our company who 'twists' or attempts to 'twist' any policyholder from another company to ours. And all of our agents know this.

"The Lamar Life was not included in the suit probably because it is organized under the laws of Mississippi and is required by such laws to use either the American or Actuaries Table of Mortality as a basis for its premium rates. Of course our premiums were calculated independently of and without reference to the rates of any other company."

#### Guardian's St. Louis Meeting

T. Louis Hansen, vice-president, and George L. Hunt, superintendent of agencies of the Guardian Life were in St. Louis last week, holding the annual group meeting of western and central managers of the company. Twenty-three managers from Missouri, Illinois, Indiana and Iowa attended. They pledged \$37,000,000 of paid-up business for 1922.

The successful operation of the Guardian's prospect bureau was reviewed. The company is receiving a 25 percent average reply on its prospect bureau circularizing and this source of leads has been conducive of a good percentage of the company's business in 1921.

The meeting was followed by a banquet and theater party. Vice-President Hansen and Superintendent of Agencies Hunt are now making a visit to the southern agencies, en route to Savannah, Ga., where they will hold the group meeting of southeastern managers March 1-2.

Val Gottschalk, who has been in the general insurance business at Milwaukee Wis., for several years, has been appointed general agent of the National Life, U. S. A., in Wisconsin, with headquarters in Milwaukee.

# A Message From the Pan-American Life Insurance Company

New Orleans, U. S. A.

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nile
Night Letter	N L

If one of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

**WESTERN UNION**  
**TELEGRAM**

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nile
Night Letter	N L

If one of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

#### RECEIVED AT

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C M CARTWRIGHT MANAGING EDITOR  
THE NATIONAL UNDERWRITER CHICAGO ILL.

PLEASE ANNOUNCE THROUGH THE COLUMNS OF YOUR EXCELLENT JOURNAL THAT THE PAN-AMERICAN LIFE INSURANCE COMPANY OF NEW ORLEANS WILL BE READY TO ENTER THE ACCIDENT AND HEALTH FIELD AND WILL WRITE SUB-STANDARD LIFE INSURANCE AFTER MARCH 1ST OUR ACCIDENT AND HEALTH POLICIES WILL BE UP-TO-DATE AND MODERN IN EVERY RESPECT OUR CONSIDERATION OF SUB-STANDARD BUSINESS WILL BE ON AS BROAD A BASIS AS ANY LIFE INSURANCE COMPANY IN THE COUNTRY AS A RESULT OF THIS BROADENED SERVICE WE HAVE DECIDED TO OPEN UP ABOUT TEN NEW GENERAL AGENCIES WE HAVE SOME WONDERFUL OPPORTUNITIES FOR THE RIGHT MEN APPLICATIONS FOR GENERAL AGENCIES WILL BE CONSIDERED IN CONFORMITY WITH THE BEST ETHICS OF THE LIFE INSURANCE BUSINESS

E G SIMMONS VICE PRESIDENT AND GENERAL MANAGER

## WOMEN AND INSURANCE

## RUPERT FRY'S RACINE TALK

President of Old Line Life of Milwaukee Addresses Florence Nightingale Club in That City

Rupert F. Fry of Milwaukee spoke on life insurance for women before the Florence Nightingale Society at Racine, Wis., recently. He is president of the Old Line Life, and was introduced by J. C. Wright, Racine district manager of the company.

"Married women object to insurance, but the widows do not," said Mr. Fry. "All men should be insured," he continued. "The average man insures his home or his business to protect him in case anything should happen. So it is with himself. If anything should happen to him his wife and children would be taken care of, as he can't be rebuilt like a store or a home. If the insurance policy should mature then it means that he can enjoy that much money with his family or invest it again. Same with a woman. Every woman should have insurance; it is just as important. It is a good way to save money."

## Many Dependent in Old Age

"In spite of the fact that so much life insurance is carried in this country, fully 90 per cent of the women over 60 years are dependent on relatives and friends, according to a statement from the American Bankers' Association. Out of every 100 widows, 35 are absolutely dependent on relatives or friends and 47 partially so."

"According to the census of 1920, there were in the United States 3,170,000 widows and only 1,417,308 widowers, which means that more than twice as many married men die as women. According to Mr. Babson 65 per cent of these three million and more widows are left with less than \$3,000 each. More than 12,000,000 women are working at gainful occupation, on farms, in shops, factories, and offices, and of these 85 per cent are working to support some one else."

## Endowments and Income Insurance

"Women who look into the question of insurance will realize that by investing money for endowment insurance they are not only thrifty but they are making old age endurable. Another point to place before the thoughtful women of the federation is the future of money received in a lump sum from a husband or relative. All too often is that money invested unwisely, leaving the widow without funds in a short time, for this reason the provision made by the companies to administer the funds as income insurance is a safeguard that many policyholders should throw around insurance funds."

In closing, Mr. Fry said: "Today insurance will provide for almost every contingency in life. The parent may provide for the education of the child by putting aside sufficient funds yearly to pay for such a policy. Colleges are being provided for special outlays through a system of insurance. Business firms are protecting themselves by insuring the lives of their partners."

## Iowa Is "Coming Back"

Reports from Des Moines say that Iowa, which was hard hit by the financial depression, is coming back. The past three or four weeks have seen a remarkable change for the better. As corn goes up, the farmers are resuming their old time buying and smiles are replacing the frowns of worry. Life insurance men report that there has been a very noticeable falling off in demand for mortgage money, which has been very heavy until lately. The present mortgage rate is 6 percent, but insurance men predict that this rate will go lower. Commissions are being reduced too and are now at 1 percent as against 2 and 3 percent in the past year.

## LIFE INSURANCE BY STATES

Business issued in 1921 and amount in force December 31, 1921, in various commonwealths

## GEORGIA

Company	New Bus.	In Force
Aetna .....	\$2,969,517	\$17,824,091
Aetna .....	1,584,550	3,751,560
American Central...	493,333	1,317,413
Bankers Reserve...	81,605	615,080
Connecticut Mut...	1,193,531	7,677,133
Home Life .....	123,414	1,833,987
Life & Cas., Tenn.O	249,000	417,000
Life & Cas., Tenn.I	5,793,606	2,912,787
Life Ins. Co. of Va..I	1,679,173	8,056,315
Life Ins. Co. of Va..I	2,749,086	12,081,842
Morris Plan .....	48,300	45,200
Nat. L. & A., Tenn.O	616,500	882,000
Nat. L. & A., Tenn.I	4,417,387	4,577,310
Nat. Life, Vt.....	1,675,798	14,528,125
New Eng. Mut.....	2,724,101	16,491,274

## MICHIGAN

American Life.....	3,876,284	25,571,072
Bankers Life .....	93,443	374,125
Berkshire .....	1,234,026	8,425,163
Connecticut Mut...	2,287,489	9,984,694
Connecticut Gen..O	1,918,843	7,267,570
Connecticut Gen..Gr	624,500	1,096,454
Canada Life.....O	2,112,812	12,281,570
Canada Life.....Gr	85,000	85,000
Conserv. Life.....	385,000	925,083
Cloverleaf, Ill.....	717,360	2,645,889
Central Life, Ill...	209,749	433,943
Central Life, Iowa..	206,547	1,212,808
Columbian Nat.....	816,391	2,374,346
Detroit Life.....O	7,620,657	25,376,409
Detroit Life.....Gr	2,269,318	1,542,767
Fidelity Mut., Pa...	1,030,381	9,280,695
Franklin Life, Ill...	749,060	4,524,329
Gt. West Life.....	1,432,101	1,674,610
Guarantee Fund...	2,692,500	6,558,000
Guardian Life, N.Y.	1,015,640	6,028,739
Home Mut. B., Mich.	5,890	124,911
Illinois Life.....	3,185,083	12,268,654
International L. Mo.	296,663	1,059,694
Lafayette Life.....	799,466	2,495,681
Lincoln Nat.....	6,523,827	20,882,333
Morris Plan .....	1,100,500	1,099,334
Manuf. Life, Canada.	2,017,300	10,131,238
Masonic Life, N.Y..	187,500	1,210,500
Mich. Mut. Life....	4,065,313	25,683,997
Masonic Mut. Life..	7,792,942	46,428,661
Manhattan Life....	281,387	962,732
Mutual Life, N.Y...	10,996,350	60,905,155
Midland Mut. Life..	546,500	836,500
Minnesota Mut....	1,722,242	3,102,621
Mutual Trust.....	274,144	1,852,862
Merchants Life, Ia.	1,740,807	13,926,794
N. Am. Life, Canada	462,469	2,837,918
New Era Asso., Mich.	3,774,000	40,415,500
Nat. Life, Vt.....	744,754	6,692,153
N. Y. Life.....	12,327,908	63,651,362
Nat. Life & Ac., Tenn.O	85,500	81,500
Nat. Life & Ac., Tenn.I	581,344	554,674
Northwest Nat.....	1,295,080	1,929,114
N. Amer. Life, Ill...	332,370	1,609,788
Nat. Life, U.S.A....	693,337	2,936,465
Ohio S. Life.....	883,218	2,950,266
Old Colony Life....	1,134,503	2,134,017
Penn. Mut.....	2,369,953	16,758,025
Providers Life Asso.	47,600	47,350
Provident L. & T....	3,114,041	16,158,371
Peoria Life .....	2,184,250	7,409,495
Peoples Life, Ind...	157,973	223,653
Reliance Life.....	1,511,615	7,033,262
Reserve Loan Life..	308,015	1,681,476
Security Life, Va...	358,361	1,265,730
Security Mut., N.Y..	1,022,100	3,318,845
Sun Life, Canada...	5,618,210	26,916,523
Union Central.....	14,619,335	92,507,548
United Com. Trav...	3,415,000	22,940,000
Union Mut., Me.....	122,459	1,312,243

## VIRGINIA

Life & Casualty of Tenn.		
Ord. ....	289,000	408,000
Ind. ....	3,420,075	2,159,838

Company	New Bus.	In Force
Pacific Mutual .....	\$3,836,883	\$15,015,572
State Life, Ind.....	682,999	3,560,418
Union Mutual, Me...	149,249	2,898,708

## NORTH DAKOTA

Great Northern .....	1,232,761	5,907,661
Guaranty Life .....	28,050	198,050
Midland, Minn. ....	908,574	2,977,963
Montana Life .....	432,000	3,100,385
Northwestern Mut...	610,000	11,442,458
National Life, Vt...	176,590	749,746
Reinsurance Life, Ia.	34,500	287,447
Security Mut., N. Y.	399,958	1,638,741

## INDIANA

American Central...	1,906,269	12,017,937
Bankers Res., Neb...	1,204,825	2,185,750
Berkshire .....	1,003,673	5,110,687
Central Life, Ia....	42,782	348,163
Century Life .....	768,391	3,840,187
Columbia Life .....	143,500	735,333
Columbus Mutual...	22,100	31,600
Amer. Life Reins...	51,000	76,186
Conservative L., Ind.	4,360,731	10,920,302
Continental, Ill....	403,500	824,945
Prescent, Ind.....	1,093,955	1,834,169
Farmers National...	3,734,729	12,803,995
Federal Life, Ill.Ord.	111,150	1,637,658
Federal Life, Ill.Ind.		1,292
Fidelity Mut., Pa...	86,406	1,502,676
Home Life, N. Y....	516,266	2,291,317
Indianapolis Life ..	3,296,830	17,013,415
John Hancock Mutual		
Ord. ....	5,018,955	31,528,827
Ind. ....	56,328	292,644
Lincoln National ..		
Ord. ....	32,854,341	74,572,622
Group .....	348,000	912,000
Merchants' Life, Ia.	97,245	862,432
Mutual Benefit .....	1,686,022	19,197,470
National Life & Acci.		
Ord. ....	1,333,312	2,742,204
Ind. ....	1,333,312	2,742,204
New England Mut...	1,510,616	15,679,758
Ohio State .....	124,189	464,838
Pacific Mutual .....	1,174,162	3,861,808
People's Life, Ill...	8,670	613,019
Peoples Life, Ind...	4,272,853	21,549,278
Peoria Life .....	954,951	882,549
Philadelphia Life ..	38,000	150,551
Public Savings, Ind.		
Ord. ....	6,485,456	13,502,542
Ind. ....	16,734,575	33,102,030
Providers Life, Ill...	260,650	233,500
Reinsurance Life, Ia.	145,250	453,243
Reserve Loan Life..	1,116,753	9,265,169
Rockford Life .....	507,000	959,000
Security Life, Va...	871,692	3,039,670
State Life, Ind.....	1,968,501	20,742,947
Western & Southern, O.		
Ord. ....	2,863,000	6,626,565
Ind. ....	12,740,512	22,067,276

## WASHINGTON

Bankers Life, Nebr.	24,623	497,302
Assess. ....	8,000	6,262,000
Bankers Life, Ia....	1,855,233	8,850,458
Bankers Res., Nebr.	1,553,005	6,262,727
Continental, Ill....	136,143	200,504
Equitable, Ia.....	1,354,954	6,110,848
Ill. Bankers' L. Ass.	476,000	1,519,537
Kansas City Life...	1,908,260	5,974,510
Montana Life .....	608,000	1,756,575
Mutual Benefit .....	1,352,773	15,153,326
Mutual Life, N. Y...	5,194,463	36,217,553
New England Mut...	737,947	2,713,037
Northwestern Mut...	3,634,085	41,564,126
Pacific Mutual .....	3,548,787	11,126,892
Reserve Loan Life..	9,912	699,853
Security, Va.....	339,500	419,539
Travelers .....	541,525	1,180,945
Travelers .....	916,946	17,435,107
West Coast Life...	248,500	3,505,868

## TWO COMPANIES JOIN

## BOTH ARE AT SIOUX FALLS

Policyholders Life and United States National Life Are Arranging for an Early Merger

At a hearing held at Pierre, S. D., on petition to consolidate, the South Dakota Merger Commission, consisting of the governor, attorney general and commissioner of insurance, approved the consolidation of the United States National Life with the Policyholders Life.

Both companies have been operating approximately two years in the same field. Both have their home offices in Sioux Falls, S. D. Both companies being solvent, the paramount object in the consolidation was economy and concentration of agency forces.

The Policyholders Life has called a special meeting of its members to be held in the home office at Sioux Falls, March 1, to consider and vote upon a proposed amendment by which, if adopted, the name of the company will be changed to Policyholders National Life.

Upon approval of a change of name, the home office of the Policyholders National Life will be continued in the Sioux Falls National Bank building, Sioux Falls, and the administration of the affairs of the company will be continued by the present officers.

Guy C. Barton is president of the Policyholders Life. L. D. Kern, who is treasurer and office manager of the United States National Life, is the main factor in that company.

## Mutual Benefit Omaha Meeting

The Nebraska agency force of the Mutual Benefit Life held a two days' convention at Omaha, Feb. 17-18, as guests of General Agent E. J. Phelps.

Oliver Thurman, supervisor of agents, at different sessions, spoke on "What of 1922?" "Sales Points in the New Contract," and "Cooperation." P. C. H. Papps, home office mathematician, talked on "The Company's Financial Position," "The 1922 Policy Contract" and "Selection of Risks." C. W. Fisher of York discussed "Income Insurance." C. T. Platt of Omaha amplified "Corporation Insurance" and W. D. Morton outlined "What Shall I Do with My Dividends?"

Optimism and enthusiasm permeated the meetings and the nimble-minded Papps could not unload mental delicacies and sustaining brain nourishment any faster than the eager agents could stow them away for digestion and assimilation.

## Briggs to Hold Meeting

Manager J. W. Briggs of the Massachusetts Mutual Life at Milwaukee will take about 20 of his men from Wisconsin to attend the annual meeting of the Mid-West Agencies in Chicago, the first of next month. Mr. Briggs will have dinner for his own men on the evening of March 3. They will then have an opportunity of being presented to the company officers.

FIGURES FROM DECEMBER 31, 1921, STATEMENTS  
LIFE COMPANIES

Company	Total assets	Capital	Net surplus	New business, 1921	Ins. in force Dec. 31, 1921	Gain in ins. in force	Total premium income	Total income	Paid policyholders	Total disbursements
Am. Nat., Tex.....	11,672,937	500,000	1,070,644	62,786,918	157,699,773	12,051,331	4,901,940	6,145,597	1,123,983	3,887,918
Baltimore Life.....	6,256,742		644,199	14,319,865	48,468,695	4,215,102	1,836,889	2,125,293	675,810	1,454,326
Equity Life, Mont.	110,192	100,550	2,846	576,000	633,000	555,000	15,733	57,517	2,000	51,251
Fidelity Mut., Pa.	47,510,589		1,904,844	40,521,723	222,815,106	18,835,050	8,258,244	11,013,424	4,542,786	7,006,874
Hawkeye Life.....	200,056	100,600	17,539	4,870,000	6,790,000	4,105,000	242,776	251,104	25,000	224,904
John Hancock Mut.	239,693,371		13,332,313	221,728,157	1,545,588,197	135,920,802	52,609,107	62,978,246	20,271,058	36,380,315
Manhat. Mut. Life.			25,928	634,426	1,626,454	249,454	36,170	39,534	4,500	31,055
Mut. Life, N. Y....	677,505,493		332,116,824	2,472,651,779	114,678,658	90,309,699	133,388,263	38,493,063	125,775,912	
Mut. Tr. Life, Ill...	7,512,613		635,129	14,574,905	69,693,209	3,517,524	2,363,679	2,727,910	634,662	1,316,905
Sec. L. & T., N. C.	255,971	150,000	25,613	2,616,710	4,731,950	2,616,710	141,587	154,160	5,339	127,978
Tch. Ins. & An. As.	1,651,102	500,000	669,466	2,282,021	5,578,352	2,221,604	311,945	382,952	24,515	69,524



# PUBLIC LIFE INSURANCE COMPANY

Statement December 31, 1921

ASSETS		LIABILITIES	
Real Estate.....	\$148,000.00	Reserve on Policies.....	63,877.72
Mortgage Loans.....	211,063.00	Reserve Death Claims.....	2,000.00
Bonds.....	250,450.88	Reserved for Taxes.....	1,500.00
Bank Stocks.....	27,300.00	Premiums Paid in Advance.....	87.43
Cash on Deposit.....	13,061.06	Salaries and Bills Accrued.....	2,566.39
Bills and Notes Receivable.....	125,465.88	Capital Stock.....	200,000.00
Capital Stock Subscription Notes.....	61,532.72	Gross Surplus.....	625,641.15
Total Ledger Assets.....	\$836,873.54	Total.....	\$895,772.69
Interest Due and Accrued.....	\$ 8,804.73		
Market Val. Over Book Val. of Bonds.....	7,749.12		
Premium Due and Deferred.....	10,845.30		
Furniture and Fixtures.....	18,000.00		
Stationery and Printing.....	13,500.00		
Total Non Ledger Assets.....	58,899.15		
Gross Assets.....	\$895,772.69		

(NATIONAL CITY NATIONAL BANK DEPOSITORY AND TRUSTEE OF COMPANY SECURITIES)

## Amount of Insurance and Kind of Policies Issued to December 31, 1921

Endowments	-	-	-	\$1,070,000.00
Limited Pay Life	-	-	-	1,072,000.00
Ordinary Life	-	-	-	682,500.00
Term	-	-	-	83,000.00

The Company challenges any other Old Line Legal Reserve Life Insurance Company to show a record that will equal this as to kinds and amount of insurance issued and paid for in the same length of time, first 22 months operating as a going Company.

The Company is properly named—the COMPANY OF ENDOWMENTS for the PUBLIC by the PUBLIC LIFE INSURANCE COMPANY.

This Company has more stockholders, citizens of Chicago, than any and all other Life Insurance Companies that are incorporated under the laws of Illinois, making good on the motto TO DO THE MOST GOOD FOR THE MOST PEOPLE. It is big enough to be little enough to say that it does not want you to watch it grow, but IT DOES WANT YOU TO HELP IT GROW.

Every new policyholder adds strength to any company—making them stronger by putting them into better position of being able to help the policyholders in their old age time or take care of their beneficiaries when they pass on. Any information wanted will be gladly furnished upon request to Home Office.

ALFRED CLOVER, General Manager

Home Office: 108 South La Salle Street

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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GEORGE A. WATSON, Eastern Vice-President.

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In combination with the National Underwriter (Fire and Casualty) \$5.50 a year; Canada, \$7.50

### Using Understandable Language

THE EQUITABLE LIFE of New York makes a very pertinent and excellent suggestion when it gives this advice:

"Talk to a man in his own language."

Many agents make the serious mistake of being too technical in their presentation of a subject. They confuse the prospect. There are but few people outside of the life insurance business who are well informed as to its more technical plans. It should be the province of the agent to interpret the dry, dull, intricate, policy contract and provisions into a language that is universal.

There are a few fundamental principles that should be enunciated. The prospect is not interested so much in the mechanism as he is in what life insurance will do for him. Will it accomplish the result that is claimed for it? How can it be adapted to his special needs?

DR. FRANK CRANE, the well known writer, brings out this point when he says that life insurance men often awake suspicion in their talk because there is a natural protective instinct in a man against the perils of what he does not understand. DR. CRANE says that the prospect is not interested in the ins-and-outs of life insurance. He does not buy life insurance after an explanation of the mortality table, reserve, building of a premium and so on. DR. CRANE says that a man buys life insurance because he wants to make his own life, which is for all mortals an uncertain

quantity, a little surer. That is the point which agents should emphasize.

Many agents are so suffused with their own subject that despite themselves they indulge in a language that is not understood on the street. Here is what the EQUITABLE says:

If you want to impress a man with your erudition—if you wish to give him the idea that you are an accomplished linguist—you can talk to him in some language which he does not understand, and he may be duly impressed. But if your object is to convince him that he must do something that he wants to avoid, you must talk to him in a language that he can understand. This truth is so obvious that it may seem superfluous even to mention it, and yet it is a matter which is disregarded in whole or in part by every life insurance agent in the land.

The experienced insurance salesman talks about a premium, and his client pictures something very expensive; for he knows that if he buys securities that are at a "premium" he must pay a high price for them.

He speaks of a dividend, and his client does not think of a "refund," but of a dividend on an investment—a very different thing.

He states that a 3 percent reserve is higher than a 4 percent reserve, and his client regards that as absurd.

He tells his client (who knows that he may be run over by an automobile tomorrow or may not die until after he is ninety years of age) that his expectation of life is 23 years. But an individual has no such expectation.

He talks about legal reserve companies, renewals, surrender charges, the difference between the actual and the expected rate of mortality, adverse selection, the moral hazard, admitted assets, and rated up cases, and the client becomes bewildered and hopeless.

### Tendency of the Disability Clause

THE tendency of the times among life companies is to make more definite and liberal the total and permanent disability clause. There may have been a question in the past and there is now in some cases as to just what total and permanent disability is. Some companies, however, now plainly state in their clauses that if a policyholder has been totally disabled for three months, the disability benefits will begin to be paid and the company will acknowledge that it is liable under the terms of the contract. Perhaps this 90 day period was used to combat the effects of the noncancellable accident and health putting out. In some of the clauses the policies that some of the companies are

stipulation is made that after six months' disability the company will begin the payment of the benefit on the next anniversary.

The total and permanent disability clause has become a real selling point in life insurance. This is seen in the adoption of the clause by the PROVIDENT LIFE & TRUST which heretofore has been an outspoken opponent of this provision. The PROVIDENT has adopted the 90 day stipulation in its clause. In a way a life man is thus able to say to an assured that he is selling him life insurance and also disability insurance with the 90 day elimination clause. The advantage of this can readily be seen.

### How Life Insurance Helps

CHARLES G. ROEBLING of Trenton, N. J., at his death left an estate of \$15,355,671. The executors have already spent \$4,319,097 in necessary expenses. Of this amount something like 3,212,856 went for taxes. The taxes are as follows: Federal Estate tax, \$1,728,456; New Jersey inheritance

tax, \$248,339; Missouri tax, \$17,878; income tax, \$1,218,184. This is a good illustration to show the value of life insurance to cover these items. If an estate is to be kept intact there is no better way to do it than through the medium of life insurance.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Col. R. G. Cholmeley-Jones, formerly director of the bureau of war risk insurance, died at the Presbyterian hospital in New York Tuesday. He had been ill at the hospital since Oct. 30 last.

Col. Cholmeley-Jones, who was 38 years of age, was twice rejected for military service during the war, but the government, recognizing his ability as an organizer, gave him a captain's commission in the adjutant general's department and sent him overseas with the war risk section. In this work he was a colleague of the late Maj. Willard Straight. Shortly after he arrived in France Col. Cholmeley-Jones became chief of the war risk bureau in the American expeditionary forces, remaining in France until 1919.

Upon his return to America he was called to Washington by the secretary of the treasury, and became director of the bureau of war risk insurance, his task being the reorganization of the work being done by the bureau. He continued at this work for almost two years, when he resigned to become vice-president of the Finance and Trading Corporation of New York City.

Dr. Heber Bishop of Boston, surgeon, noted sportsman, medical examiner and adjuster for various insurance companies and for some time manager of the health and accident department of the Aetna Life for Massachusetts and Rhode Island, died from heart trouble after 12 weeks illness at the Copley Square Hotel, Boston. He was born in 1858 at Marbleton, Quebec. He was a graduate of Bishops College, Quebec, and McGill University. He entered the College of Physicians & Surgeons at Quebec and was a life member of St. Thomas Hospital, London. He went to Boston in 1884, practiced four years and then turned to insurance. He became nationally prominent in hunting and fishing, having a country estate at Farmington, Me., and making extended trips in the Canadian wilds.

President D. P. Kingsley of the New York Life sent a telegram to the company's agent, D. L. Moler, Gulfport, Miss., which is a gem in verbal construction. President Kingsley commented on the anti-trust suit begun against the life companies in Mississippi as follows:

"Since Gilbert and Sullivan wrote 'Pinafore' nothing funnier than Browning's broadside against the life insurance companies has appeared. To be consistent he should now indict every school teacher in Mississippi for using that horrid conspiracy called the multiplication table. Dogberry was born too soon. He is now outclassed."

Emil Brill, assistant auditor of the International Life, has resigned to practice law with the firm of Abbott, Fauntleroy, Cullen & Edwards in St. Louis. Mr. Brill graduated from McKinley high school in St. Louis, June 7, 1912. On the same afternoon he started to work at the home office of the International Life. His first job was checking renewal premium notices as they were deposited in the home office mail chute. He found time for studies at the Benton College of Law and then at St. Louis University of Law, while he was pursuing his daily work.

M. E. Singleton, president of the Missouri State Life, and W. E. Russell, second vice-president, left St. Louis Saturday for an inspection tour of the company's agencies in the West and Northwest. In the last few years the company has opened many large agencies in those sections of the country.

H. C. Lorick and H. C. Vaiden of the firm of Lorick & Vaiden of Atlanta, Ga., general agents of the Missouri State Life in Georgia and Florida, led the entire agency force last year, not counting the home office production.

Karl B. Korrady, manager at Chicago, was second, W. J. Behrens, general agent for Texas, was third, and Marion Rich, general agent for South Carolina, was fourth. The leading producer was Robert C. Newman of St. Louis and the second was James A. Walsh of the branch office agency in Chicago.

C. H. Remington, formerly vice-president of the accident and liability department of the Aetna Life, and Frank Bushnell, agency secretary since 1901, were elected vice-presidents of the company at the annual directors' meeting. Mr. Remington, who has also been treasurer of the company, will continue in that office. Morgan G. Bulkley, Jr., formerly assistant treasurer, was elected treasurer, that office having been relinquished by Vice-President Morgan B. Brainard. Mr. Brainard will continue, however, to be active in many of the duties of the treasurer. Edmund E. Cammack was advanced from associate actuary to actuary of the company.

Among the life insurance policies carried by the late Senator Joseph H. Millard of Nebraska, was one in the Mutual Life of New York, issued in 1868, which evidenced the fear entertained at that time of the frailty of human life in the western wilds now Omaha. This policy carried restrictions as to just where the assured might live and in 1869 was endorsed with a permit for a trip to California, limiting travel to first-class passenger carriers and return by the same route, the risk of death by hostile Indians being assumed by Mr. Millard. Senator Millard was for years head of the Omaha National Bank, one of the pioneer builders of the central West and always an advocate of thrift.

Perez F. Huff, the New York City general agent, life department, Travelers, although giving the major portion of his time to conducting a large general agency, has recently personally closed a number of large life cases, among them being one for \$260,000, one for \$150,000, two for \$100,000 each, one for \$50,000 and one for \$40,000, besides several cases for smaller amounts. His personal writings since the first of the year amount to nearly \$750,000.

Alfred Clover, general manager of the Public Life of Chicago, decided to try his hand at personal soliciting the other day, and at the end of three-quarters of an hour landed an application for \$100,000 on the 20-payment life plan from Fred L. Kriebel, head of the brokerage firm of Kriebel & Co. Mr. Clover made a great record as a personal producer a number of years ago with the Prudential.

The resignation of Clarence Stone, agency manager of the Maryland Assurance of Baltimore, has just been announced. Mr. Stone's successor is E. H. Taylor, former assistant superintendent of agents. It is understood that Mr. Stone will go into the general advertising business, a calling for which his work as editor of the Maryland Casualty's house organ, "Protection," shows him to be well qualified.

C. M. Simcoke, representing the Connecticut Mutual at St. Louis, is finding no slump in the life insurance business for 1922. His production for January was ahead of last year's. In fact, Mr. Simcoke says he expects to put more business on the books in 1922 than in 1921. That is no idle boast for a man who ranked second among the company's leaders in the United States last year.

W. F. MacAllister, the new agency manager of the Shenandoah Life of Roanoke, who succeeded O. J. Lacy, now with the Minnesota Mutual, reports the company is starting off the year



with better than a million a month. Its vice-president is E. Lee Trinkle, the new governor of Virginia, and the company is putting on "Governor's Month," during February, for which the quota is \$2,000,000. The company recently entered New Jersey with W. M. Chase as state manager.

**Ed. Konetchy**, first baseman for the Brooklyn world's champions and last year first baseman for the Pittsburgh Pirates, signed a contract with the Laclede branch office of the New York Life in St. Louis a month ago and has since produced over \$32,000.

**John A. Way**, special agent of the Mutual Life at Omaha, was stricken suddenly and died at Nebraska City, Neb., Friday. For nine years previous to 1921 Mr. Way was connected with the Commonwealth Life. At the time of his death he was out on business for his company.

**G. L. E. Klingbeil**, president of the North American Life of Omaha, is expected back from a period of recuperation, at Denver, about March 1. Mr. Klingbeil is reported much improved by his sojourn in Colorado where he has been since the first of the year.

#### OHIO STATE'S SALES SCHOOL

**Barney Pearson** of Dallas, Tex., in Columbus to Give Series of Life Insurance Addresses

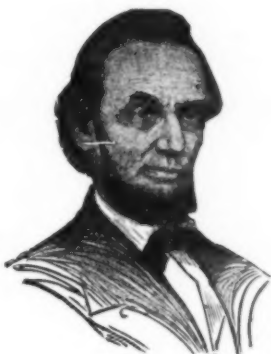
Under the direction of the Ohio State Life, Barney Pearson of Dallas, Tex., well known life insurance educator, is in Columbus, O., making arrangements for a life insurance school which will start next week. Instruction will be free and night sessions will be held for those who cannot attend in the day time.

Among the topics which Mr. Pearson will discuss are: The law of harmonious attraction—The sure, easy way to get what you want; Man's Threefold Financial Problem and How to Solve It; The Five Essential Qualifications of the Successful Man; The Four Essential Qualities of a Manager; How to Be Successful in Financing Business and Home; How to Establish Credit at a Bank; How to Develop a Good Memory; The Human Will and How to Reach and Influence It; The Five Questions which, when answered to the satisfaction of the Prospect, always Result in a Sale; The Secret of Transferring Ideas, or getting your Prospect to see your Proposition as You See It; The Constructive Method of Selling or Presenting the Points of Your Proposition in the order that will make the Strongest Appeal to your Prospect; The Five Tests of a Good Investment—The Seventeen Questions that Should Be Asked Before Investing One's Savings.

#### Iowa Equitable's Building Plans

Plans have been announced for the new 18-story building of the Equitable Life of Iowa at Des Moines. The contract has been let for the steel work to the American Bridge Company of Chicago. The Equitable will come into possession of the site at Sixth and Locust Oct. 1 and work will start immediately. It is expected that the building will be ready for occupancy by Dec. 31, 1923.

The building will be the largest in Des Moines or Iowa. It will be of Gothic design and steel frame, faced with Bethel white granite, brick and terra cotta. It will cover a quarter block, will be L-shaped, which it is believed will be most effective for lighting purposes. Eight high speed elevators will be installed. The structure will cost \$1,600,000 and provide 190,000 square feet of rentable area. The Equitable owns the site for the building, but some of the leases do not expire until October.



Excellent  
Agency  
Opportunities  
in

Arizona  
California  
Colorado  
Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Missouri  
Montana  
Nebraska  
New Jersey  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Pennsylvania  
South Dakota  
Texas  
Utah  
West Virginia  
Wisconsin

# NEVER!

"WILL The Lincoln National Life Insurance Company ever let up in its drive for business?"

"Never" is our reply.

When enthusiasm falters, ruin sets in. When aggressive push for business slackens the sinews of strength become flabby. When service ideals are lowered the heart of the organization is weakened.

The pride of The Lincoln Life is in its high service standards. It will maintain them by continuing to write all the good business it can get.

You are assured that the superior service of The Lincoln Life will carry on in the quick issuance of policies, attention to policyholders, and the prompt payment of claims, when you—

LINK UP WITH THE LINCOLN

## The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$200,000,000 in Force

## Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.  
 Payments, begin immediately on approval of claim—no probationary period.  
 Monthly payments, lifelong, conditioned on permanence of disability.  
 Immediate waiver of future premiums—no waiting until next anniversary.  
 Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.  
 This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

**The Mutual Life Insurance Company**  
 of New York  
 34 Nassau Street, New York

J. O. LAUGMAN, President

DR. ANDREW JOHNSON, Secretary

## International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building  
 MOLINE, ILLINOIS

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

## CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men of Indiana who believe in the ability of the management to build a real life insurance company. Managed by men experienced and familiar with all departments of life insurance work.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

## THREE RULES:

For twenty-seven years it has enforced a stringent **Anti-Rebate Rule**.

For twenty-three years it has observed a **No Brokerage Rule** which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present **Civil Service Rule** which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

The Northwestern Mutual Life Insurance Company was the pioneer in establishing rules to protect itself and its agents against evils which demoralized the business.

## THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

Milwaukee

COMPANY

Wisconsin



## LIFE AGENCY CHANGES

### MANNING TO JOHN HANCOCK

Famous Life Insurance Agent and Author Ties Up with Paul F. Clark, Home Office Agency

Life underwriters throughout the country will be greatly interested in the news that from March 1, Earl G. Manning of Boston will become associate general agent with Paul F. Clark at the home office agency of the John Hancock Mutual Life.

Mr. Manning has been connected for 11 years with the Boston general agency of Hammer & Swett of the Provident Life & Trust. He is one of the largest personal producers in Boston, and for some years has acted as supervisor of agencies for the Provident Life & Trust. He is an intensive worker and has produced wonderful results by his methods. He is best known nationally as an author of life insurance material useful to field men. Leading agents all over the country use "The Manning System," as well as his unique system of folios.

Mr. Manning is the originator of the "home budget" idea in connection with life insurance, and he has done more towards stimulating national thrift than any other man connected with the insurance business. The Manning budgets have been universally recognized, and have been acknowledged by Babson's Statistical Bureau as the basis of its researches on this subject.

Mr. Manning is not only an insurance author of national reputation, but he is one of the best-known speakers on life insurance. He has addressed the National Life Underwriters Association several times and many of the local sales congresses. His record as a big personal producer is probably best known in Boston, where his work is conducted.

The Paul F. Clark general agency in Boston in the short time since first established last May has placed itself at the head of the John Hancock producers. Mr. Manning's connection with this agency will afford him a long-sought opportunity to further develop his great abilities. On the other hand, Mr. Manning will bring the John Hancock home office agency a man who stands at the very top of his profession, and will add wonderfully to the company's organization which is being built up in Boston.

### G. S. BROWN'S NEW CONNECTION

Becomes Associate General Agent with Julius H. Meyer of New England Mutual in Chicago

Gerard S. Brown has been appointed associate general agent of the Julius H. Meyer Agency of the New England



GERARD S. BROWN

Mutual in Chicago. Mr. Brown has just returned to Chicago from a trip to the home office in Boston where arrangements were completed.

Mr. Brown entered the life insurance business in Chicago ten years ago, going with the Mutual Benefit. He has remained with that company ever since, and is today one of the strongest personal producers in the Mutual Benefit's Chicago agency. Mr. Brown has for several years specialized on income insurance. He is regarded as one of the Chicago authorities on the subject of income protection. Mr. Brown has served as a member of the executive committee of the Chicago Association of Life Underwriters, and has always been interested in association work.

He is one of the aggressive, hustling agents of Chicago, who has produced business in large quantities. Mr. Meyer with whom Mr. Brown will now be associated, has been general agent of the New England Mutual in Chicago for a number of years. He has built up a substantial agency. Mr. Meyer and Mr. Brown plan to develop their agency along modern lines, and will make a splendid team.

Elmer D. Jones

Elmer D. Jones has been appointed district manager of the Massachusetts Mutual Life at Salt Lake City. Mr.



Jones is well known in intermountain life insurance circles and is at present vice-president of the Utah Life Underwriters' Association. He will have charge of the Utah and Idaho business of the company.

#### E. M. Selser

E. M. Selser, familiarly known by his many friends as "Gene," has been made agency organizer for the New York Life in Mississippi. Mr. Selser has been with the company since he was a boy, and at the time of his promotion was holding the position of assistant cashier. He served with distinction in the A. E. F., spending several months on the front in France.

#### Stricker Coles

Stricker Coles, formerly a \$250,000 Field Club man of the Mutual Life of New York, is now superintendent of that company for Alabama with headquarters at Birmingham. Mr. Coles is originally from Columbia, S. C.

#### G. E. A. Salmans

The First National Life announces that the G. E. A. Salmans agency has joined its forces as state manager for South Dakota. State Manager Salmans has made an enviable record during the past few years as state manager for the North American of Chicago. He has a splendid bunch of producers in his organization.

#### A. W. Lindsey

A. W. Lindsey of Okmulgee, Okla., has been appointed general agent of the Midland Life of Kansas City for north-eastern Oklahoma. He has represented in the past the Merchants Life of Iowa and the Aetna Life.

#### Life Agency Notes

Thomas F. Hazen has joined with H. G. Sanders at Knoxville, Tenn., making the firm Sanders & Hazen, representing the Provident Life & Trust, Philadelphia.

Walter Loehen has joined the general agency of E. A. Marthens of the Great Northern Life, at Milwaukee. He was for many years prominently connected with the local automobile field.

C. K. DuMars, who has been connected with the Equitable Life Agency at Milwaukee, has been appointed district manager of the same company of the Fond du Lac, Wis., district and will make his headquarters in that city.

E. L. Carson, Milwaukee, Wis., manager for the Equitable Life, announces the appointment of William L. Wolcott as manager for the Fond du Lac district. Mr. Wolcott was for many years general superintendent of the Standard Lime & Stone Co. of Fond du Lac.

#### FRANKLIN'S DENVER MEETING

W. E. Bilheimer, Sales Manager of Company, Is Honor Guest at Colorado Conference

DENVER, COL., Feb. 14.—The one-day conference held in Denver by officials of the Colorado branch offices of the Franklin Life closed with a banquet at which W. E. Bilheimer of St. Louis, sales manager of the company, was the honor guest.

James Godard, head of the Colorado agency, with offices in Colorado Springs, presided at the banquet. He spoke on the accomplishments of the state agency the last year and expressed his hopes for the broadening of activities. F. E. Wendell, manager of the Denver district, next spoke on the possibilities for insurance salesmen, which he considered most promising.

Prof. E. H. Howbert of the life insurance department of the University of Denver spoke on the scope and advantages of insurance salesmen. Norman Dempsey, president of the Colorado Life Underwriters Association, outlined the principles of that organization.

"The Hidden Something Beyond the Ranges" was the subject of Mr. Bilheimer's address. The following morning Mr. Bilheimer delivered a lecture to student members of the life insurance department of the University of Denver.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May. PRICE, \$3.50 and \$2.00 respectively

### WILL NOT LIBERALIZE FORM

#### Northwestern Mutual Decides Not to Change Its Total and Permanent Disability Clause

Many agents of the Northwestern Mutual Life have been interested in the action of the company as to a total and permanent liability clause. There has been considerable pressure from some quarters on the officers to have such a clause adopted. The Northwestern Mutual now has only the waiver of premium clause in case of total and permanent disability. This it believes comports well with a life insurance policy. The officers and directors have been opposed to a further extension of disability benefits. They have taken further action and have voted not to put such a clause in the policy. This settles the question at least for the

present. The policies will be revised to some extent and liberalized but the total and permanent disability clause will remain as it is now.

#### Fidelity-Mutual

The Fidelity-Mutual has authorized a new dividend scale effective April 1. The new dividends represent an increase of 10 percent over the present scale on attained ages up to and including 45. On attained ages over 45 the increase will be as follows:

Age 46, 10½ percent; age 47, 11 percent; age 48, 11½ percent; age 49, 12 percent; age 50, 12½ percent; age 51, 13 percent; age 52, 13½ percent; age 53, 14 percent; age 54, 14½ percent; age 55 and above, 15 percent.

#### National Life, U. S. A.

The National Life U. S. A. is now extending the privileges of total and permanent disability to women under the following conditions: Rates will be the

same as for men. Provision will be granted only to preferred risks, unmarried, self supporting women between the ages of 30 to 55 years who are engaged in a business profession. The limit of insurance at all ages is \$5,000. Term insurance is not written. The total disability provision will be the same as that now issued in connection with policies on male lives.

#### New York Life

The New York Life has gotten out a new corporation policy containing the same guarantee as included in other policies on corresponding plans. Under the corporation policy "the beneficiary, its successors or assigns, shall, without consent of the assured, receive every benefit, exercise every right, and enjoy every privilege, conferred upon the beneficiary by this policy." Under the policy the corporation or partnership is the sole owner of the policy. It may borrow money, surrender the policy without consent of or release from the assured. For the present the policy will not be issued in Iowa, Canada or Cuba. In Wisconsin it will be issued only without disability and double indemnity benefits.

#### Midland Life of Missouri

The Midland Life of Kansas City announces that it is working on two new policies that will soon be issued.

# AMERICAN CENTRAL LIFE

## Insurance Co.

INDIANAPOLIS, IND.  
Established 1899

HERBERT M. WOOLLEN  
PRESIDENT

## A Wider Field An Increased Opportunity

Our Agents can sell policies on the annual premium plan, up to \$3,000, to young men and young women as young as age 2—protective insurance and Educational and Business Start Endowment Insurance. This extension of the age limit for Ordinary Insurance down to age 2 helps our Agents considerably. We issue Participating and Non-Participating Policies.

As regards adults, we write contracts with Double Indemnity provisions covering any kind of fatal accident, or with Double Indemnity provisions covering fatal travel accident only, as may be desired.

We issue policies with waiver of Premium and Disability Annuity or Installment Payment features.

We insure males and females at the same rates.

**OLD COLONY LIFE  
INSURANCE COMPANY  
CHICAGO, ILLINOIS**

## The Farmers & Bankers Life Insurance Company

*Invites Inspection—Inquiry of Integrity*

It Issues

### POLICIES THAT ATTRACT

And maintains a relationship with its Agents that creates a genuine spirit of loyalty between Agents and Company

Home Offices;

Wichita, Kansas

Organized 1871

## Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company

Issues the most liberal forms of Ordinary Policies from \$1,000.00 to \$50,000.00 and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1921:

Assets.....	\$28,308,449.13
Liabilities.....	25,109,146.04
Capital and Surplus.....	3,199,303.09
Insurance in Force.....	214,188,461.00
Payments to Policyholders.....	1,897,435.45
Total Payments to Policyholders since Organization.....	\$27,720,705.42

JOHN G. WALKER, President

One SECRET OF OUR SUCCESS IS SERVICE

We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

**FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN**

Cash Capital, \$200,000.00

V. D. CLIFF, President

### AGENCY CO-OPERATION

through direct mail advertising is just one of the features which give Fidelity field men a distinct advantage. Last year we distributed 41,341 direct leads—all interested prospects who requested information. This service, and its original policy contracts, enabled Fidelity to show an increase of 28.35 per cent in paid business last year.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$203,000,000. Faithfully serving insurers since 1878.

A few openings for the right men.

**FIDELITY MUTUAL LIFE  
INSURANCE COMPANY,  
PHILADELPHIA**  
Walter LeMar Talbot, President

## Position for Actuary

WANTED—An actuary who has had considerable practical experience in both Departmental and Company work. Address in confidence—**PRESIDENT CONTINENTAL LIFE INSURANCE COMPANY, St. Louis, Missouri.**

## NEWS OF LOCAL ASSOCIATIONS

### GENERAL AGENCY MAN SPEAKS

Chicago Association Heard Harold Dyrenforth Who Told of Work in Life Department

The main feature on the program of the February meeting of the Chicago association, held in the Hotel La Salle Tuesday noon, was a talk by one of the life department heads of a large fire agency. There has been considerable agitation among life underwriters in Chicago over the tendency of the fire agencies to open life departments, creating what has been termed unfair competition. Harold Dyrenforth, manager of the life department of Moore, Case, Lyman & Hubbard, one of the leading general agencies, spoke on "Old-Timers," the subject being taken as an outline of the relation between the present system of generalizing insurance and the former highly specialized system. Mr. Dyrenforth is an old timer in the insurance business, beginning with the New York Life and being with the Illinois Life when appointed to his present position last year. He told of the operations of the life departments in general agencies and said that his agency took no life business except from full life agents, that it was straight, open solicitation and not unfair competition. He further said that in his opinion the general agencies were helping life insurance and should meet cooperation, not condemnation, from all life underwriters. He said the department idea in business is daily extending and that life insurance could be more extensively sold through the combination of all channels. Mr. Dyrenforth said that up to a certain point of saturation there could not be too many life solicitors and that each helped the other through each additional sale made.

John W. Yates, manager of the life department of W. A. Alexander & Co., another general agency, also spoke, though he did not touch on the question of competition. Mr. Yates' subject was "Selling Life Insurance" and he confined his talk to a discussion of the value of appealing to the three inherent instincts of man, self-preservation, self-propagation and self-expression. Mr. Yates said that the basis of a purchase is already in the prospect and the agent must merely locate this, underwrite a life program to fit and create the desire to buy.

William F. Crawford, Chicago general agent for the Equitable of Iowa, spoke on "Making or Spoiling a Sale," giving it as his opinion that the approach was the main factor in this process. He stressed the necessity of realizing, however, that the approach means more than the actual call and solicitation. It means that, but also all of the previous preparation, both on the individual case and in the general training. The previous years of study all have a bearing on the approach. Mr. Crawford then said that the foundation of all, the basis of the preparation and the approach, is character, which includes the countless little and big characteristics which make a man.

T. S. Shattuc, of the Mutual Life of New York spoke on fraternalism and cited a notable case of the results to the "policyholder," which had recently come to his attention. Col. Knox, general agent of the Lincoln National, made an appeal to the association for aid in underwriting the Boy Scout Drive in Chicago and President Day then appointed each general agent as a member of a committee to help this work, each member to do the work in his own agency. In his introductory and closing remarks President Darby Day, who presided, gave some of his thoughts on life insurance and also on association work. He said that he felt he, as all life men, had it in his power to do more than any millionaire or billionaire, in the creative work possible. In a few moments an estate of several thousands of dollars can be created. He urged a greater realization of this and also a greater spirit of cooperation in the association work. Mr. Day reminded the agents of the Sales Congress which is to be held on March 13 in the Hotel La Salle, which will be a full day's program of valuable selling material, and said that no live agent could afford to miss it.

Davenport, Ia.—The Davenport association passed resolutions of appreciation on the article, "If Nobody Gives You an Estate, Buy One," in the Jan. 21 number

of "Collier's Weekly." A resolution of thanks was sent to the publishers. The association also sent an expression of appreciation to the publishers of the "American Boy" because of the article in the January number entitled, "Insure, and Be Sure." The Davenport association is about to start a year's institutional advertising campaign, pledges of \$1,500 from general agents having been received. The association has been responsible for a short course of lectures in the high school. The last two lectures were given by A. W. Van Houten and Carl LeBuhn. A course of lectures will be given along similar lines in the high school of Muscatine, Ia., and may be extended to other cities.

Houston, Texas.—The South Texas Association is to give a close study of the monthly income insurance plan with a view of selling more of that line of insurance. The next meeting of the association will discuss the value of the monthly income insurance in comparison with other policies. Speakers will fully explain the monthly income policies and point out the advantages of such policies. North Texas has been selling more monthly income insurance than any other kind lately and it is believed after the South Texas Association delves into the merits of the policies the sales in this section of the state will show an increase. The South Texas Association is growing rapidly since the annual sales congress. It believes the membership will be doubled this year.

Utica, N. Y.—Winslow Russell, vice-president of the Phoenix Mutual, in a talk before the life underwriters here pointed out that the lack of understanding between the prospect and the salesman and the company which he is representing in addition to the lack of knowledge of the subject, was in most cases responsible for the general decline in the volume of business sold during 1921. Mr. Russell suggested that the salesmen would make much better headway if they introduced the use of a home budget to their clients, and he went on to say that about one man in ten can tell within several hundred dollars just where his income goes to each year.

San Francisco, Cal.—Sol. J. Vogel, leading producer of the San Francisco Clearing House of the New York Life, was elected president of the Northern California Association at a special meeting held last Friday, during which the annual sales congress was held with national President John L. Shuff as the leading attraction. Mr. Vogel succeeds Jay Allen Fiske, who recently moved to St. Louis to become associate general agent for the Aetna Life.

Seth B. Thompson of the Union Central Life was elected vice-president and Walter J. Mayer of the Aetna, treasurer. These selections were made necessary by the vacancy caused by Mr. Vogel's advancement from the vice-presidency.

Dues were increased from \$4 to \$7.50 and those of out-of-town members from \$2 to \$3.

In his address Mr. Shuff stated that there was nothing equal to life insurance as a program of thrift.

Norfolk, Neb.—The Norfolk Association held its February meeting last week, the entire meeting being devoted to business. The matter of a membership drive was discussed and further action will be taken at the next meeting which will be held on March 13 in the offices of the Elkhorn Life. J. R. Boyle of the Mid-West Life will give a short talk at the next meeting.

Des Moines, Ia.—The Iowa Life Underwriters are anticipating not less than 600 life men at the one day sales congress to be held at the Hotel Fort Des Moines Friday. On the program are eight speakers. Among them is Mrs. Eva Nettleton of Davenport, representative of the Equitable of New York, who will speak from the agent's standpoint.

On the program will be several Des Moines speakers while from out of town will be President John L. Shuff of the National Association; H. O. Wilhelm, Omaha, general agent for the Northwestern Mutual; J. H. Wilson, Mason City, agency manager for the Bankers



## "THE COMPANY OF CO-OPERATION"

## DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!  
Any plan, any age, either sex!

This is a service our men  
appreciate these days.

If it appeals to you, write

HOME OFFICE  
DES MOINES (R-T Bldg.) IOWA

TERRITORY  
IOWA SOUTH DAKOTA

## YOUR NAME HERE

### Advertising Pencils Build Good Will and Bring Results

Turn your prospects into customers and your customers into friends by presenting them with high-grade Advertising Lead Pencils, printed with your advertisement. No other advertising specialty costing so little money is so useful to everybody—so sure to be kept and used—so certain to make a favorable and lasting impression on the minds of those who get them. Samples and quotations on request.

An "Ad" in the hand is worth 1000  
in the waste basket

NORTH AMERICAN  
PENCIL WORKS  
501 Plymouth Ct., Chicago, Ill.

## HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,030.

W. A. R. BRUEHL & SONS  
General Managers  
Central and Southern Ohio and Northern Kentucky  
Rooms 601-606 The Fourth Nat. Bank Bldg.  
CINCINNATI, OHIO

HOYT W. GALE  
General Manager for Northern Ohio  
229-233 Leader-News Building  
CLEVELAND, OHIO

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

Life and Mrs. Nettleton.

The session will start at 9:30 Friday morning and conclude at 5:30 p. m. A reception will be held for President Shuff at 1:45 p. m. Roy Heartman is president of the Iowa Life Underwriters, O. G. Wilson and W. E. Schilling, vice presidents, and M. M. Deming, secretary-treasurer.

Kansas City, Mo.—The Kansas City Association will have a dinner and dance at the Hotel Baltimore the evening of February 25, at which time an attempt will be made to get out all the members of the association, all the life agents and their wives and their friends.

The banquet will be followed by addresses from a number of prominent speakers. The first will be President Shuff, who will talk about the National Association and its benefits. This will be followed by an address by Prof. Charles Fassett, of the faculty of the University of Kansas. Then William L. Burruss of the Provident Life & Trust will give his famous talk on "Shakespeare as a Salesman." A special program of music will also be rendered. The prospects are that the attendance will be large.

Eau Claire, Wis.—A local association was formed in this city last week, to be called the Chippewa Valley Association. Henry Droege of Eau Claire was elected president of the new association. The other officers are: E. F. Lavalie, vice-president; C. C. Guilford, secretary; E. D. Rounds, treasurer; K. V. Hurst, national committeeman; William Greenwood and Leo Nunke, members of the executive committee. A. C. Larson of Madison, assistant to the president of the National Association, and Platt Whitman, Wisconsin commissioner, were present at this organization meeting and addressed the agents on the subject of organization and association work. There were 30 agents present at this meeting.

Cleveland, O.—A. D. Hillyar, special agent in the A. Rushton Allen general agency of the Provident Life & Trust in Cleveland, was appointed on the executive committee of the Cleveland Association at its last meeting to succeed Otis E. Logan, who resigned to become general agent for his company at Indianapolis. Mr. Hillyar has been active in the Cleveland association for many years, and recently assisted Mr. Allen and Mr. Logan in signing up the remaining agents in that office for membership, making its representation in the

local organization now 100 percent. Owing to the fact that the Northern Ohio sales congress will be held in Cleveland March 11, the regular monthly luncheon will be omitted, the next scheduled meeting being April 7.

Omaha, Neb.—P. M. Ray, field supervisor of the Equitable Life of Des Moines, a speaker at the Sales Congress at Lincoln, Feb. 23, will be the special guest of the Omaha Life Underwriters at their monthly meeting Saturday noon.

Increasing interest in the Sales Congress at Lincoln is being shown by Omaha Life Insurance men. Present indications are that a delegation of 150 will leave Omaha Thursday morning for the meeting. An attempt will be made to show Omaha as the loud noise in this Nebraska gathering.

Stimulated by the contest conducted by the Omaha Association, which offered prizes for the best essays on "Why Daddy Should Carry Life Insurance," pupils of the Farnam School wrote an insurance play and have presented it several times. With a dozen in the cast it is a clever little skit.

The committee examining the 300 essays handed in is arranging to hold an evening meeting at the assembly hall of Central High School when the awards will be made and the little play put on. Parents of the contestants and others interested will be invited.

Boston, Mass.—Nearly 200 Boston life underwriters attended the monthly luncheon of the association last week and heard two experts from the First National Bank of Boston discuss life insurance trusts. Courtenay Crocker, Boston will expert, and Henry N. Andrews, counsel of the trust department of the bank, described the working of trusts and how they were allied with life insurance. Following the luncheon a class in "life trusts" was held under charge of Edward I. Brown and the two speakers answered questions. President Franklin W. Ganse announced the Sales Congress for Boston on March 16 at Ford Hall and stated Mayor James M. Curley would open the meeting. National President Shuff will speak.

Altoona, Pa.—G. R. Dette, of Philadelphia, secretary of the Insurance Federation of Pennsylvania, will speak on "Benefits of Insurance Organization" on Friday evening, Feb. 24, at the monthly meeting of the Altoona Life Underwriters Association.

## WITH INDUSTRIAL MEN

### NEWS FROM THE PRUDENTIAL

Number of Promotions Have Recently  
Been Made—Activities of  
Men in the Field

Following are recent promotions of the Prudential to the assistant ranks of Division Q:

John J. Hembrey, Pueblo, Colo.; Arthur Hawthorne, Pueblo, Colo.; James M. Arnold, Los Angeles 3, Cal.; Charles DuRall, Denver, Colo.; Rollin F. Colby, Pueblo, Colo.

Assistant Superintendent George R. Taylor, Fairmont, W. Va., recently died. In order to fill the vacancy Assistant Superintendent William F. Sauers, who operated at Morgantown, W. Va., (detached from Fairmont) was transferred to Fairmont proper and Agent A. M. McMillen, who had been working under the supervision of Assistant Superintendent Sauers, was promoted to succeed the latter as assistant superintendent at Morgantown.

Division "B" announces the promotion of the following named agents to assistant superintendents in the division: Albert W. Zimpelman, Jamaica; Jacob Gelber, Brooklyn, No. 2; Fred T. Haller, Brooklyn, No. 11.

Agent Harris Domb of Brooklyn No. 8 not only leads his district in ordinary but leads the entire division in this branch of work. His industrial increase, low arrears are all very commendable and proves that he is possessed of unusual ability.

### Metropolitan's New District Office

A district office of the Metropolitan Life has been opened in the Gay building, Madison, Wis., and all business of the company in southwestern Wisconsin

will be handled through the Madison office. The district office takes the place of the branch office that has been maintained in the Tenney block by the company. C. W. Kleifgen, district manager for the company at Minneapolis for 12 years, will manage the Madison office. S. S. Horwith, formerly in charge of the office at Milwaukee, will serve as assistant manager.

### Conference at Minneapolis

John H. Birkett, assistant secretary of the Prudential, was in Minneapolis Saturday to confer with the officials of the Minneapolis Agency, of which M. Bruce Carpenter is state manager. The program for his visit included a noon luncheon, a meeting in the afternoon and a banquet and theatre party at night.

### Metropolitan Takes Over Fraternal

Through the Liquidation Bureau of the New York Insurance Department, the entire business of the United States grand lodge of the Order of the Sons of Benjamin has been reinsured in the Metropolitan Life under an arrangement most advantageous for members of the fraternal. Membership in the order numbered 26,000 in 1902, which, because of frequent rates advances, declined steadily until but 458 members were on the list in 1918, with death benefits in force of about \$225,000. Its affairs were taken over by the New York department. The total claims paid by the department are in excess of \$22,000, while assets beyond \$28,000 were received. The excess funds in hand and those likely to be received will be prorated among the members.

## ACTUARIES

### DONALD F. CAMPBELL

CONSULTING  
ACTUARY

143 S. Dearborn St.  
Telephone Harrison 3384

CHICAGO, ILL.

### MARCUS GUNN

CONSULTING  
ACTUARY

29 S. La Salle St. CHICAGO  
Telephone, Randolph 3473

### FRANK J. HAIGHT

CONSULTING  
ACTUARY

810-815 Home-Mansur Bldg.

INDIANAPOLIS

Hubbard Building, DES MOINES, IOWA

### JULIAN C. HARVEY

CONSULTING ACTUARY

Chemical Building ST. LOUIS, MO.

### T. J. McCOMB

COUNSELOR AT LAW  
CONSULTING ACTUARY  
Premiums, Reserves, Surrender Values,  
etc., Calculated. Valuations and Exam-  
inations Made. Policies and all Life In-  
surance Forms Prepared. The Law of  
Insurance a Specialty. Calford Bldg. OKLAHOMA CITY

### J. H. NITCHE

ACTUARY

1523 Association Bldg. 193 LaSalle St.  
Telephone State 4992 CHICAGO

### J. CHARLES SEITZ

CONSULTING ACTUARY

Author of

"System and Accounting"

209 So. La Salle St. CHICAGO

### FREDERIC S. WITHINGTON

CONSULTING ACTUARY  
402-404 Kraft Building  
Tel. Walnut 3751 DES MOINES, IOWA

JOHN E. HIGDON) Actuaries & Examiners  
JOHN C. HIGDON) 600 Gates Building  
Kansas City, Mo.

## "SOMETHING NEW FOR AGENTS"

National  
American  
Life  
Insurance  
Company

Burlington, Iowa

## Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

### GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER  
325-331 Title Guaranty Bldg.,  
St. Louis, Missouri  
Mgr. Missouri and Kansas

J. R. RAILEY  
481 Dallas County State Bank Building  
Dallas, Texas  
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

## 1867 **EQUITABLE LIFE** 1922 Insurance Company OF IOWA

### Results of 1921

Insurance in Force.....\$286,934,616.49  
Admitted Assets.....\$ 39,234,839.04  
Ratio of Actual to Expected Mortality.....34.7%  
68% of all business written since organization still in force.

For information regarding Agencies  
Address:—Home Office: Des Moines

## More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1921
Assets	\$ 5,614,764	\$10,279,663	\$ 22,885,957
Policies in Force	371,106	613,615	1,277,277
Insurance in Force	49,245,028	89,596,833	251,594,364

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois and Missouri.

## The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

## THE TWIN CITY LIFE

Insurance Company

SAINT PAUL

MINNESOTA

Insurance in Force, \$4,421,000  
Surplus to Policyholders, 136,384

Do you want to locate in the Northwest? We can offer you liberal contracts in Minnesota, North Dakota or South Dakota.

We are not trying to make a record for size, but we do write a nice clean business, combined with real service to our policyholders.

If your viewpoint and ours agree, we can do business with each other.

WRITE US

A. M. MIKKELSON, Secy.

J. IVAN RHEA, Supt. of Agents

## BETTER BASIS SOUGHT

### RAISING FRATERNALS' RATES

Plan for Organized Effort Along That Line Described Before Chicago Field Men's Club

There are indications that the fraternal societies are gradually realizing the impossibility of operating on their old basis of inadequate rates and are rapidly coming into the line with old line companies, placing their rates on the legal reserve basis. This work has been undertaken by several of the fraternal in the past, but no concerted action was taken until the International Insurance Service Company was organized last year. Milton G. Wood, field supervisor for this company, spoke before the February meeting of the Chicago Life Insurance Field Men's Club last week and outlined the work of this organization, as well as the development of the idea in the fraternal insurance. Mr. Wood said that ten of the organizations have already undertaken this work. Others are coming in line and probably all of them will eventually rerate on a sound basis, at least if they desire to survive.

### Organized Work Necessary

It is not a simple task to readjust the organization and this requires the services of some such organization. The International was organized through the officers of one fraternal and one of the members of their organization, who were brought to face an acute situation in the fraternal's history. It had decided to increase its rates to an adequate basis and the fraternal body organized in objection. Realizing that the rates must be changed and that the members of the fraternal must be sold on the idea, the organization was formed for the purpose of canvassing the individual members and convincing them of the value of paying more for real insurance, rather than paying little for worthless paper. With the completion of the work in this fraternal, the work was continued and is now going through other organizations.

### Work on Old-Line Basis

This rerating bureau uses the same mortality tables and the same interest basis as do the old line companies. This means a tremendous increase in the rate. In some cases payments were increased from 50 cents to over \$9. This caused the loss of many members, one organization losing several hundred thousand members in a single year as a result of this rerating. There will be a big loss in membership through the effort, but, if the rerating is continued through all existing fraternal, the members of these organizations will be in possession of real insurance. Mr. Wood said that in his mind it would be an aid to all insurance men, for the past experience of the fraternal has injured insurance of all kinds in the minds of many. It will, perhaps, make fraternal insurance a competitor but it will be competition on an even basis and the kind to which life underwriters would not object.

### Kill Virginia Investment Bill

The bill requiring insurance companies operating in Virginia to invest in Virginia securities or real estate at least 25 per cent of premiums collected the previous year was indefinitely postponed when it came up before the house committee on insurance and banking this week. This action was taken when its author announced that he had no desire to press the matter any further after Charles G. Taylor, Jr., vice-president of the Atlantic Life, had told how other states might adopt retaliatory measures against Virginia companies if the bill were enacted into law.

## PLAN SALES CONGRESS

### ST. LOUIS CONGRESS PROGRAM

Excellent List of Speakers Announced for Meeting to Be Held There, Feb. 27

The one-day sales congress to be held Feb. 27 at the Planters hotel, St. Louis, under the auspices of the Life Underwriters' Association of St. Louis, will include the following program:

Words of Welcome, Dick Oliver, president Life Underwriters Association of St. Louis.

Song—"America", George Ravold.

Address by Raymond F. McNally, Vice-President and Cashier of the National Bank of Commerce, St. Louis.

"Business Outlook", Wm. McC. Martin, Chairman of Board of Federal Reserve Bank, St. Louis.

"The National Association," John L. Shuff, President of the National Association of Life Underwriters.

"Is the Buyer Out of the Market?" Frank C. Rand, President International Shoe Company, St. Louis.

"Finding Prospects", Ira W. Fischer, Northwestern Mutual Life Agency.

"Monthly Income, the Ideal Life Insurance," J. M. Bloodworth, Fidelity Mutual Life Manager.

"No Interviews, No Business, See the Folks," Eugene B. Stinde, Assistant General Agent of the Northwestern Mutual.

"Hidden Liabilities," Warren C. Flynn, Massachusetts Mutual Manager.

### Progress of Public Life

At the recent annual stockholders' meeting of the Public Life of Chicago, the same officers and board of directors were elected for another year. A stock dividend of \$300,000 was favorably voted upon. At the present time the Public Life has a capital of \$200,000, but the dividend just declared increased this to \$500,000. The company has a surplus of \$400,000.

Ground will be broken for the new home office building to be erected by the company at the corner of Washington boulevard and Sheldon street in Chicago on April 1. The structure will be of Bedford stone and two stories in height. The Public Life has been making good progress this year. The slogan, "The Company of Endowments," has been adopted. The sales force of the Public Life is making a particular effort to place endowment insurance.

## Manager Wanted FOR ILLINOIS

One of the strongest and most aggressive life insurance companies in the country, with over 500 stockholders in the State of Illinois, offers an unusual opportunity to the man who can make good in a big way.

Only a responsible, capable, experienced life insurance man will be considered for this vacancy.

Address A-34  
Care The National Underwriter



## BIG POLICIES SOLD TO FORTIFY CREDIT

Big Kansas City Producer Gives  
Views on Past Business and  
Prospects for Future

### SETS 1922 STANDARD HIGH

L. L. Adams, of Metropolitan, Explains  
Methods Which Have Made Past  
Year Surpass 1920

Kansas City, Mo., Feb. 21.—The big policies which have been written in Kansas City in 1921 have been to "fortify credit," according to L. L. Adams, of the Metropolitan Life. Mr. Adams, as he sat at his desk only recently, ran over a bunch of policies, calling out the amounts—\$10,000; \$10,000; \$20,000; \$30,000; \$10,000—all to be delivered, and every one of them written for that purpose.

"This application for \$25,000, I could never have secured, had not the man been in debt, and if I had not known that he was in debt. I knew his need for protection, and went to him and showed how the policy would give him the protection he needed; and he bought it," said Mr. Adams, picking up an application from his desk. It had the name of a prominent business man of Kansas City on the dotted line.

Mr. Adams has just closed a group insurance sale to the Gas company of the two Kansas Cities, which covers 350 people. The insurance was given to the employees of the company as a Christmas present. The premium was paid for a year, and the amounts ran from \$500 to \$2,000, according to the time of service given to the company.

Another policy for group insurance was written recently for the 1,500 employees of the Kansas City Light and Power Company. The amount exceeded a million dollars. And the writing of group insurance in Kansas City is, according to Mr. Adams, just in its infancy. It will become increasingly popular as the years go by, is his opinion.

The past year has been a good one with the Kansas City office of the Metropolitan. The volume of business exceeded that of the year previous by over a quarter of a million dollars. The increase was in all three departments—ordinary, industrial and accident. Mr. Adams is convinced that 1922 will be a good insurance year, for those who try to write the business to cover the business needs of the men they solicit.

"A very large number of business men are in debt, and they need to have those debts covered. The insurance man who understands the situation, and goes to work to help the business man fortify his credit with a sufficient amount of life insurance, is not only doing that man a favor, but is helping to stabilize business, and restore prosperity. He will, of course, reap his reward. To get business, you have to go where the business is. This past year it has been among the big business men, and there is a lot more of it there to be had during the next few months," is the way Mr. Adams sees it.

Mr. Adams' record for the eighteen years he has been with the Metropolitan has always been high. The bulletin of the company for Dec. 5, shows him to be the first in his territory, and the second in the whole field, covering as it does, the United States and Canada. While he surpassed the business of 1920 by a quarter of a million in 1921, he will set a standard for 1922 ahead of the achievements of 1921, and he fully expects to reach his objective. He is of

the opinion that the first few months of this year will be pretty hard sledding for most business men, but that very fact is opening up opportunities to the wide-awake insurance man; and so he thinks that the year will offer better opportunities for insurance men than it will in any other line of business.

"The Metropolitan has often been considered primarily an industrial company, but that is rapidly being changed, and we are writing the ordinary policies in large amounts. It has been my privilege to mingle largely among the business men of the community, in working in civic affairs, and it is a great advantage in getting their confidence, and good will. It helps in getting a line-up on their needs. I find that business men today are more ready than they have been in the past to take advice about insurance matters, and that they are realizing as never before their need of such advice in arranging to increase their insurance."

### ANOTHER SUIT IS FILED IN MISSISSIPPI

(CONTINUED FROM PAGE 3)

casualty and indemnity companies and, if enacted, will restrain any district attorney from further prosecuting any pending litigation against companies of these classes and would empower the district judges to throw out of court pending suits. The bill was introduced last Friday and promptly referred to the judiciary committee of the House and has been favorably reported by the committee. It is noteworthy that fire companies are not mentioned in the bill.

Another echo of the recent suits is a bill defining violation of the state's anti-trust laws.

#### Policyholders Anxious

The insurance department has received hundreds of letters during the week, asking how the suit will affect policies in force in the defendant companies, many of the policyholders seeming totally ignorant of the nonforfeiture provisions of their policies. Commissioner Henry states that he has replied to as many of the letters as possible, advising the persons sending the inquiries to keep their policies and to pay the premiums as they become due.

With only a week remaining in which the companies may renew their Mississippi licenses, developments in the insurance department will be watched with keenest interest. It is practically certain that some of the companies will not apply for license for the fiscal year beginning March 1.

#### NEW YORK VIEWPOINT

NEW YORK, Feb. 22.—Life insurance company executives here refuse to take seriously the suit filed against them by the district attorney of Covington county, Miss., a few days ago, for alleged violation of the anti-trust law of the state, though expressing irritation over being subjected to annoyance upon such fantastic grounds. Should the bill now before the Mississippi legislature requiring that actions of this general character be brought before the attorney general of the state instead of permitting county attorneys to move as now, become a law, it is improbable that the companies will even answer the complaint. Should they be forced to file an answer, however, each for itself will point out that the statutes of Mississippi require that valuations be predicted upon the mortality tables, and in the light of this fact it is obviously imperative for them to use the same tables for rate-making purposes.

#### Illinois Federation Meeting

The annual meeting of the Illinois Insurance Federation will be held on the evening of Feb. 27, at the Hotel Sherman in Chicago. A dinner will be served and the meeting will follow. This is a round table legislative dinner conference and in addition to the reports of the officers and the election there will be a discussion of the legislative situation as presented by the April primaries. The Federation has sent out a blank to its members to get their ideas as to the candidates in the field.

## BIG MAN WANTED—

For General Agency  
Opening in South Dakota  
March 1st

We have a large number of OLD POLICY-HOLDERS in this territory as leads for new business.

THIS IS ONE OF OUR VERY BEST OPENINGS

Give References  
and Insurance Experience  
in first letter

THE MINNESOTA MUTUAL LIFE INSURANCE CO.  
SAINT PAUL MINNESOTA



"SAFE AS A GOVERNMENT BOND"

**The OHIO STATE LIFE**

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS  
Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

## Are You Permanently Established?

Write for Territory  
Pennsylvania—Ohio—West Virginia  
PHILADELPHIA LIFE INSURANCE CO.  
PHILADELPHIA

In Business Since 1863

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY

OF BOSTON, MASSACHUSETTS

Insures all classes of selected lives, issuing policies on the ordinary, intermediate and industrial plan at all ages. It also insures against total and permanent disability. Policies of the company are made secure by reserves maintained on the highest standard, with additional contingent reserves providing protection against all emergencies. Information and Advice on any matter relating to Life Insurance is Available at any time through the Agencies or Home Office of this Company.

## Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited  
with State

WANTED: First class agency man: must  
be of undoubted experience and ability

*Western Life*  
Insurance Company  
OF DES MOINES, IOWA.

We issue all standard forms of Life Insurance Policies. Every policy protected by Deposit of Full Legal Reserve with the State of Iowa.

## WANTED District Managers for Good Locations in Ohio

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company.

THE GEM CITY LIFE INSURANCE CO.  
DAYTON, OHIO

## DEATH RATE COMMENT

## METROPOLITAN'S EXPERIENCE

**Alcoholic Mortality Increased 50 Percent Last Year, but Otherwise the Record Is Excellent**

NEW YORK, Feb. 21.—Deaths from alcoholism increased 50 percent in 1921, against 1920, in the experience of the Metropolitan Life, which announces that in other respects 1921 had the lowest death rate ever recorded in the United States and Canada.

The rate was 8.54 per thousand lives, a rate indicated by statistics based on the experience of nearly 14,000,000 industrial policyholders. This is lower by 13.7 percent than the 1920 death rate, and lower by 31.9 percent than the death rate in 1911.

The death rate has been cut chiefly because fewer victims were being claimed by tuberculosis, pneumonia, influenza, Bright's disease and industrial accidents.

"In the period of eleven years," the company says, "Mortality from tuberculosis has been cut almost in half. This

in itself is an unparalleled accomplishment in the history of public health. But more amazing still is the fact that the decline is continuing at an increasing rate from year to year. Despite the fact that it was marked by a business depression, unemployment and other consequences, 1921 showed a greater decline in the tuberculosis death rate than any year on record. We have no better evidence of the effectiveness of the public health movement for the control of tuberculosis.

"The lower death rates for organic heart disease and for Bright's disease are additional evidences that the public health work of the last twenty years has been effective in reducing the incidence of the infectious diseases and local infections.

## Effect of Automobiles

"One cause of death which resulted in greater ravages than ever in 1921 is said to have been the automobile.

"For ten successive years," the bulletin continues, "the death rate from this cause has registered an increase. The 1921 death rate is more than five times that recorded for 1911; it is four times as high as the 1912 figure; it is more than twice as high as the death rate recorded for 1915, and 61 percent higher than the figure for the year

1916. The control of the rising death rate from this cause is one of the unsolved problems of police and accident prevention work in American cities. There is small consolation in the fact that the number of automobiles has also increased, and that, in consequence, there are fewer deaths in automobile accidents per automobile in operation than there were five or ten years ago. The outstanding fact is that, whether being killed by the first or fifth or tenth automobile, the number of deaths caused by motor vehicles and the automobile death rate continue to grow year after year.

## Diphtheria Death Rate

"The most conspicuous bad spot in the record of the year is the increased death rate for diphtheria. The mortality from this disease was higher than in any year since 1917. This is all the more deplorable because the means for the suppression of case incidence and case fatality should be known to every health officer and every physician in the United States and Canada.

"The scarlet fever rate was higher than for any year since 1914."

Albert Short, secretary and actuary of the Girard Life of Philadelphia, returned to his desk last Friday after being ill with influenza for several days.

## REVIVE SAVINGS PLAN

## CHICAGO BANKS IN NEW DEAL

**Mark B. Lockyer Arranges With Three Prominent Institutions to Issue Policies in the Travelers**

An arrangement has just been completed whereby three of the largest and most prominent banks in Chicago—The Illinois Trust & Savings Bank, the Merchants Loan & Trust Company, and the Corn Exchange National Bank—will issue a combination savings bank-life insurance policy. The deal was consummated by Mark B. Lockyer, who is associated with Harold Dyrenforth in the management of the life insurance department of the Chicago local agency of Moore, Case, Lyman & Hubbard. The Moore, Case, Lyman & Hubbard office has a general agency for the Travelers, and that company will issue the life insurance for the three banks.

Under the terms of the plan the policyholder may select any form of life insurance desired, and receive at the end of a stipulated term the savings deposits with interest, plus the cash value of the life insurance policy. The three banks will engage in an extensive advertising campaign in which the new plan will be given wide publicity. It was thought that the life insurance-savings bank idea had gotten into disfavor with Chicago banks largely because of the fact that the Great Lakes Trust and the Fort Dearborn Trust & Savings Bank, which were using the plan in Chicago, went out of business recently. Evidently, there is a revival of interest on the part of Chicago banks.

## Whitman Calls Meeting

Commissioner Platt Whitman of Wisconsin, as a member of the reciprocal committee of the National Convention of Insurance Commissioners, has called a meeting of the state commissioners interested in the Missouri, Illinois and Indiana controversy over deposits of reciprocals. It is thought that this committee will be able to straighten out the tangle.

D. E. Slack, who formerly conducted the agency of the New England Mutual Life at Viroqua, Wis., recently took into partnership A. E. Smith, formerly county superintendent of schools and at present mayor of Viroqua. Under the style of Slack & Smith, the firm assumes the district management for the New England Mutual.

## MUTUAL LIFE OF ILLINOIS

HOME OFFICE  
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

**A Company of Service**

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President N. H. WALT, Vice-Pres. and Agency Director JAS. FAIRLIE, Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

## A POINT IN YOUR FAVOR

The Grange Life is an opportunity for live agents. They have that opportunity of selling a policy lower in cost than many others and can still go into any community, confident in the knowledge that the protection they offer cannot be bettered nor the company they represent be outdone in service.

GRANGE LIFE INSURANCE COMPANY  
LANSING, MICHIGAN

N. P. HULL, Pres.

C. H. BRAMBLE, Secy. and Treas.

L. D. WALLINGTON, Supt. of Agents

## MUTUAL TRUST LIFE INSURANCE COMPANY

EDWIN A. OLSON, PRESIDENT

Insurance in Force \$75,000,000

Assets \$7,512,613.17

Surplus \$635,128.94

Issues Continuous and LIMITED Payment Life, Endowments at ages 85, 70, 65, 60, 55, and 50. A special low premium BUSINESS and PROFESSIONAL Man's Policy. A Special Farm Mortgage Policy—Monthly Incomes—Child's Endowments. Disability Income and Double Indemnity Provisions.

THESE POLICIES PLUS A LIBERAL CONTRACT EXPLAIN THE CONSPICUOUS SUCCESS AND PERMANENCE OF MUTUAL TRUST MEN

For Agency Openings Address:

GILBERT KNUDTSON, Vice President

Home Office, 30 N. La Salle St., Chicago, Ill.

LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR  
Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

THE LA FAYETTE LIFE INSURANCE CO.

W. W. LANE, Secretary

LA FAYETTE, INDIANA

A. E. WERKHOFF, President



## FIGURES ON VETERANS ARE LOSING GROUND

### BIG AMOUNT YET IN FORCE

Government Insurance Totals Nearly  
\$3,500,000,000—Permanent Dis-  
ability Clause Added

WASHINGTON, D. C., Feb. 21.—Nearly \$3,500,000,000 in government insurance is now being carried by former service men, according to figures compiled by the Veterans' Bureau. A total of 599,399 policies, term and converted, are now in force, representing a total of \$3,452,376,202. This insurance includes 335,936 term policies with a total value of \$2,502,555,053; 46,472 straight life policies, representing \$201,093,533, and 167,675 endowment policies, representing \$455,535,500. So far 322,628 policies, representing \$1,102,845,898, have been converted from temporary to permanent. Of this number 32,717 policies covering \$50,463,000 were converted by direct application.

It is impossible for the bureau to ascertain what was the largest amount of insurance ever in force. The reason for this is that the peak of insurance carried by service and ex-service men was reached during a period when the exigencies of the war made impossible any accurate calculation.

Government life policies now provide a waiver of premium in the event of permanent and total disability, the following paragraphs being included in all such policies:

Total permanent disability as referred to herein is any impairment of mind or body which continuously renders it impossible for the disabled person to follow any substantially gainful occupation and which is founded upon conditions which render it reasonably certain that it will continue throughout the life of the person suffering from it. The total permanent disability benefits may relate back to a date not exceeding six months prior to receipt of due proof of such total permanent disability, and any premiums becoming due after the date of such disability and within such six months, if paid, shall be refunded without interest. Without prejudice to any other cause of disability, it is agreed that the irrecoverable loss of the sight of both eyes, or the loss of both hands, or the loss of both feet, or the loss of one hand and one foot, shall be considered as total permanent disability within the meaning of this contract; and monthly installments for any of these specifically enumerated causes of total permanent disability shall accrue from the date of such total permanent disability, and any premiums becoming due after such disability, if paid, shall be refunded without interest. If there is a loan under this policy, then payment, on account of total permanent disability shall be adjusted accordingly.

If one or more monthly installments be paid on account of total permanent disability, the insured may at the end of the endowment period surrender this contract for the commuted value of the installments (240 less the number paid) less any indebtedness.

### Investment Bill in New Jersey

Bill No. 475, under consideration in the New Jersey legislature, provides that beginning July 1, 1922, insurance corporations holding or issuing policies to the residents of the state or on property located in the state be required to invest one-half of the reserve on these policies in mortgages secured on New Jersey real estate up to 60 percent of the property value. The New Jersey Real Estate League and building and structural interests throughout the state are strenuously urging the enactment of the measure.

### Life Notes

The Merchants Reserve Life of Chicago has applied for admission to Michigan.

Rupert F. Fry, president of the Old Line Life, Milwaukee, will act as chairman of a drive to be conducted in this city within a week to raise \$40,000 to finance the work of the Badger State Advancement Association for the Blind. Milwaukee business men are behind the movement.

### FRATERNALS ARE NOT FEARED

Experience of These Companies Has  
Reduced Competitive Force to  
Negligible Quantity

That fraternal insurance is rapidly losing ground as a competitive force in life insurance is the opinion of many life underwriters. They feel that the day of the life underwriter meeting the fraternal competition and attempting to combat its arguments is gone and instead the fraternal variety of insurance is developing into a continual argument for legal reserve coverage. The experience of the past has been such that few of the old fraternal policyholders are now advocates of their own form of protection and its condition has become so generally known that new prospects are not as eager for the fraternal policies as formerly was true. The rapidly increasing cost of fraternal policies, the inability to cover present day emergencies as legal reserve companies do, and the realization of the future before any insurance company that depends on a restricted group of prospects for policyholders, have become open selling talks for legal reserve companies.

### Create Prospects

It is also true that the prospects reached by the fraternal organizations are mostly from those who are not reached by the average life solicitor. Not that they are in an individual class, but they are not the prospects usually listed by life underwriters for the general campaigns. They are, however, wonderful prospects for legal reserve agents after being sold on the proposition of insurance by the fraternalists. Many still exist who do not believe in life insurance or life companies, but they can be persuaded of the value of life protection through the medium of the fraternal organization. The group movement can carry many who would otherwise remain suspicious and unsold to life protection. Once sold the small fraternal policy, however, they become believers of life insurance and the average solicitor should be able to approach them on the matter of additional and adequate cover under legal reserve insurance. As these prospects are not usually met by the underwriters of legal reserve insurance and are not sold on the question until fraternal policyholders, they do become good prospects after convinced on the necessity for life protection and thus offer a field for the agent to work in, instead of one in which to combat fraternal insurance openly.

### Fraternalists Disregarded

The actual meeting of fraternal and legal reserve agents in the field is not recognized by most underwriters now as competition. The great selling talk by fraternalists was formerly cost, but the experience of these organizations will not allow of a too broad use of this argument. The fraternal agent has no real selling advantage, whereas the legal reserve underwriter has a limitless amount of selling material that will leave little room for the prospect to escape into the fraternal fold. As a matter of fact, it is seldom that a life underwriter finds it necessary to call into use any fraternal discussion. It is so easily disregarded and insurance can be sold more effectively without any form of knocking that present day agents are practically free from the old form of fraternal competition.

### Central Life, Des Moines

Directors of the Central Life of Des Moines at a meeting last week fixed a new policyholders dividend which very considerably increases the dividends on policies, so President George B. Peak states. The company has had a prosperous year which is reflected by this increase in dividends.

# Great Southern Life Insurance Company

HOUSTON-DALLAS

"Texas' Hundred Million Dollar Company"

Has never issued a policy with

Double Indemnity  
Premium Reduction  
Coupons  
Group Insurance  
(No frills or trimmings)

Issues only

Plain, Simple Contracts  
Full Reserve Values  
(Cash, Paid Up or Extended Insurance)  
Full Total Disability Benefits  
Monthly Income Payments to Beneficiaries  
in All Approved Forms.

We offer no inducements to agents except prompt service and fair treatment. All business conducted on strictly cash basis.

E. P. GREENWOOD, President

# MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

INCORPORATED IN 1851

SPRINGFIELD, MASSACHUSETTS

A company which throughout the seventy years of its history has ever enjoyed—because of its square dealing toward all and its long record of low net cost—the good will of its policyholders, the confidence and esteem of the insuring public, and the loyalty of its representatives.

JOSEPH C. BEHAN, Superintendent of Agencies

# THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.

# The Midland Mutual Life Insurance Company OF COLUMBUS, OHIO

Dr. W. O. Thompson, President

H. B. Arnold, First Vice-Pres. and Counsel  
Dr. E. J. Wilson, Vice-Pres. and Med. Director  
J. O. Price, Vice-President  
F. R. Huntington, Treasurer

G. W. Steinman, Secretary  
C. G. Barratt, Asst. Secretary  
J. Chas. Riets, Actuary  
J. G. Monroe, Supt. of Agencies

## Darby A. Day's Hat Thrown Into the Presidential Ring

Darby A. Day, Chicago manager for the Mutual Life of New York and president of the Chicago association, has thrown, or rather, has had thrown, his hat into the ring as a candidate for the presidency of the National Association at the next election. At the February meeting of the Chicago association this week, Jules Girardin, general agent for the Phoenix Mutual Life, proposed a resolution, subject to no second and no disapproval, that Mr. Day's name be entered as that of Chicago's candidate at the next annual meeting of the association. Mr. Girardin, a former president of the Chicago association, said that, with one exception, Mr. Day had been the best president the Chicago agents had ever had and that his ability and energy necessarily made him the logical man to lead the National Association. The applause which greeted the proposal indicated the general approval of the Chicago men.

Mr. Day has made a remarkable record with the Chicago association. He has built the association membership to over 500 and now has 1,000 members as his goal. He has near 500 in attendance at the monthly luncheon meetings, whereas the average attendance in previous years had been nearer 50 than 500. Through individual effort and the expenditure of much time, Mr. Day has built the association into one of the largest and most active in the country and has said he would not be satisfied until he can call it the largest and best.

One of the innovations made by Mr. Day was the systematizing and speeding up of the programs. He has run his meetings on schedule and minimized the time used in the meetings. The programs have been changed, so that now there are four or five short, snappy sales talks by producers, giving the agents some real business getting methods that are not lost in words. Mr. Day has also given the use of his own printing office to the association, turning out large quantities of advertising material and making mail campaigns for association membership and spirit. He has begun the printing of the talks and details of each meeting, to be distributed at the following meetings. This brings the valuable selling material to those who cannot attend and further advertises the association.

In the line of personal endeavor Mr. Day has also made an enviable record. He has built the Chicago agency of the Mutual Life of New York into one that vies with only one other for first rank in the country. Producing over \$30,000,000 of business a year and totalling \$3,000,000 a month in some months and over \$2,000,000 every month, his agency has a record that can be envied by many home offices. As for his candidacy, Mr. Day said he is not in the market and hasn't time, if he wished to be, but the fact remains that the Chicago agents have thrown his hat in the ring.

### Closes Mississippi Office

The Interstate Life & Accident of Chattanooga, Tenn., has closed the branch office of its life department in Jackson, Miss. The company's action was not based upon the suit recently filed against it, along with other companies operating in Mississippi, but because it wished to concentrate its activities in another field. The office has been in charge of D. Fortner since it was opened several years ago.

### No Extra "Flu" Mortality

NEW YORK, Feb. 22.—Life companies are experiencing no unusual mortality because of the influenza epidemic, despite the scarehead stories of the ravages of the disease appearing in the daily press. As a matter of fact, the death losses of some of the offices are less than those of former years.

## TALKS WITH LIFE INSURANCE MEN

A general agent said the other day that in checking up the business brought in by his men within the last two months he had been interested to see that the majority of the applications were written at night. He said that his men find that they can get in touch with people in the evening to a better advantage than during the day time, especially people on a salary where their employers object to their giving any time to listening to sales propositions during business hours. The general agent said that fireside soliciting can be turned to most excellent advantage by an agent who is tactful and sympathetic.

Another general agent said that he was pounding away at his men telling them that they must make up for the present bad times by seeing more people each day. They can easily stretch their calling list from five to seven people for example. It does not require much extra time or exertion to see at least two more people a day. If it is not possible to get in contact with them during the day time, the evening hours present a very favorable opportunity for life insurance soliciting.

This general agent said that he is employing but few new men at this time. The men that are available have to be financed. They have not sufficient funds to carry them over the initial period. A general agent hesitates to make advances to a new man these days, because he realizes that it is more difficult than usual to write applications. This general agent said that he believed that the wisest plan today is for an office to make its older men more efficient. This can be done by giving them more time, by studying their prospects with them, by furnishing them with live prospects and by mapping out effective campaigns.

Companies differ in their commission arrangements where a new policy is written to replace an old one where the cash value is taken. An interesting case arose in one of the large cities recently where an agent found that a man was insured in four different companies, they all being large mutuals. He was determined to get the cash surrender value on all these policies because his business was in such a condition that he had to have ready money. There was no doubt as to what course the man would pursue. This agent, therefore, rewrote the man in the same companies. When he came to make his brokerage arrangements with the general agents he found that two of the companies did not allow any commission on replaced policies unless the face value of the new one was larger than the old one and then the commission was only allowed on the excess. The agent who had arranged for the new insurance felt that he was entitled to his full brokerage. In the final round-up he concluded not to replace the policies in the companies that would not allow the full first year brokerage on the new business.

Sometimes the twister gets twisted himself. The other day in one of the important cities a professional twister got after a Massachusetts Mutual Life policyholder who had paid three or four premiums. The assured was led to believe that by taking insurance in another company, he would gain financially by such an amount that would make the proposition attractive. The policyholder finally concluded to make the switch. An agent representing another company happened to come in contact with this man. The policyholder told him about the transaction. The new policy had already been delivered and a check had been given for the payment of the premium. The life agent analyzed the condition and told the assured that he had made a grave mistake. Inasmuch as he had paid the premium he was at

a loss what course to pursue.

He wrote a letter to the president of his old and new company. He set forth the facts stating that he had been deceived. He called the twister and the manager of the twisting company over to his office and read the riot act to them. He stated that he intended to place the matter before the insurance commissioner, inasmuch as there was a law which prohibited making misstatements regarding life insurance policies. The twister and his manager concluded that they did not care to encounter opposition of this kind and hence the premium was returned, the policyholder agreeing to pay the term rate for the period over which the policy had run.

A general agent was asked the other day whether he found it advantageous to give prospect lists to his agents. This general agency operates in a large city and also has the state outside. He said that so far as his experienced agents were concerned in the city he found that it was time and effort thrown away to try to interest these men in additional prospects. He said that he had furnished lists of names of present policyholders of the company. He found that the men did not work on these as they had plenty of prospects of their own concerning whom they knew something.

So far as new men are concerned he finds it advantageous to furnish them with a prospect list. He said that the experienced men soon accumulate a list of prospects and they gather considerable information about them. If he hands them a list of names and states that they are policyholders of the company that is all the information of real value they get outside of the data in the insurance record. If they are given names taken from some mailing list or telephone directory even less is known about them. However, new men have to be kept busy. The general agent said that if he could get a good prospect list for the smaller cities, towns and country territory, he found it very advantageous. In such fields the agent can learn all about a prospect before he goes to see him. In a big city this is almost impossible.

"In looking over the stuff that our men are bringing in these days," said a general agent "I notice that there is more small business in evidence. All of our men are bringing in a greater number of small applications. They are unearthing little stores of money that I thought did not exist. Maybe there was some money saved during the war after all. For a long time I thought that the wage earners had spent it all on silk shirts and other luxuries, but the way these small applications are coming in convinces me that the saving instinct was not entirely wiped out during our period of prosperity. I imagine that all life offices are noticing the same thing. Our men have had it drummed into their ears that the only way they can get business is to go out and solicit, and that they must solicit all classes of people. Consequently, they have been going out into the highways and byways, and these small applications are the result."

An agency manager who is making a strenuous effort to hold up his 1922 production says regarding his organization plans, "I am going to get some men into this office this year. I am out for volume, and the only way to get it is to build up an agency force. When an office has a number of men attached to it, it opens up various sources for small business. The very fact that there are a large number of men connected with an office means a certain amount of business will come in automatically. These men are circulating among all classes of people, and have

various points of contact. The possibilities for rolling up a volume can only be large when the agency force is of good size.

"Some general agents contend that they can make more money by devoting themselves to personal production. I am coming to the conclusion that if a general agent has the men he can get bigger results by spending his time training and cultivating those men. To put it another way, one man has only one list of acquaintances. Ten men have ten times as many prospects to work on, and if those ten men can be developed to the point where they are efficient salesmen big results can be obtained. At any rate I am going to try this year the experiment of building up an agency force as a means of acquiring a large volume."

A Chicago general agent in commenting upon the news of the day as affecting life insurance said, "This latest financial blow-up on the southwest side of Chicago whereby a comparatively ignorant foreigner gets away with \$4,500,000 of the public's money only illustrates once more the fact that the average man has money to spend for life insurance, or anything else that he is made to want. Here was a high pressure artist, styled by the newspapers of Chicago as a 'Ponzi,' who painted a rosy picture of dividend returns to the gullible populace. He did a land office business. He made the people want what he had, and then sold it to them.

"Why aren't the life insurance men of Chicago getting more of this money that has been stored up for investment purposes? Life insurance men are complaining that people will not buy life insurance, that the average man has no money to spend for life insurance, and yet this fifth rate salesman swindled the public to the tune of \$4,500,000. The answer, it seems to me, is plain enough. Life insurance men, as a class, are not digging out business. They are skimming the top. They are not making a systematic canvass for new prospects. They are not soliciting in what might be called a comprehensive way. They are hitting here and there at the surface, but not getting down underneath. I think this financial blow-up in Chicago makes it very clear that there is a great deal more surplus cash that can be converted into life insurance policies than most men have been willing to believe."

### CINCINNATI EMPLOYEES DINE

Celebrate Twenty-fifth Anniversary of  
The National Underwriter—Special  
Edition of "Possumist"

CINCINNATI, O., Feb. 20.—About 40 employees of the Cincinnati office of THE NATIONAL UNDERWRITER gathered at the Havlin Hotel in Cincinnati, Saturday evening, to celebrate the 25th anniversary of the founding of the publication. Shortly after the employees were seated at the banquet table a special edition of the "Possumist," the company's regular weekly bulletin to employees, was distributed. It showed pictures of E. J. Wohlgemuth, president, and C. M. Cartwright, vice-president, also of H. M. Diggins, cashier of the Cincinnati office, taken about the time the old "Ohio Underwriter" was established. During the evening special bulletins to the "Possumist" arrived regularly.

President Wohlgemuth was presented with a very artistically prepared book, containing a title page reading, "To E. J. Wohlgemuth, from His Associates of The National Underwriter Company, in Recognition of 25 Years of Constructive Leadership, 1897-1922." This book bears the signature of each employee of the company. Mr. Wohlgemuth was completely surprised and was so affected that he was unable to respond more than to thank those who were gathered about the table with him. Vocal solos by Luther A. Richman and a monologue by George A. Mann completed the entertainment.



# MODERN BUSINESS GETTING METHODS

## Unexpected Incidents in Interview Can Often be Turned to Advantage and Made Real Help in Closing a Difficult Case

By JULES GIRARDIN

IF we are all keyed up on the job there are incidents that occur in the course of an interview that if we are quick to grab will help us get the application. The elements that compose salesmanship, to my mind, are approach, presentation and closing. Approach is the most important of all, because if you fail in your approach you can kiss goodbye to the presentation and the close.

Now, with regard to making the approach, I remember that I wrote up a man for \$10,000 and in getting his check I asked the usual question, if he did not have a friend that he could direct me to? "Yes," he said, "I have a friend, but you can never get to him if he finds out that you are a life insurance man." I said: "That's a fine prospect; I thank you for it." One day I passed this prospect's store and went in. His stenographer asked whom I wished to see, and I said "Mr. Russell." She said, "What is your business?" and I told her "Purely personal with Mr. Russell." She asked my name and I told her to tell Mr. Russell to come out and see me. She thought I was a friend, so she went back and he came out.

### Came in Merely to Be Sized Up

He was a big fellow, six feet two, severe looking, and I said to him, "Are you Mr. Russell?"

He said, "Yes, what can I do for you?"

I said, "Nothing; I merely came in here to have you size me up. I want you to look at me." So he said, "You look fairly good."

I said, "Do you think I stack up alright?"

He said, "Yes."

I said, "I'm glad you said that. I am going back and tell your friend, Mr. —that I won the bet. He said I would not make any favorable impression on you at all, and I am going back and tell him I won."

He said, "What is all this about, anyway?"

I told him Mr. —told me he wanted me to tell him about a plan of service I did for him.

He said, "What is that?"

I said, "Well, Mr. — would probably not want me to discuss his business out here. If you will let me into your private office a bit I'll tell you."

He let me in, and I sold him the proposition in 45 minutes. I got the application from a man who did not ever want to see a life insurance man.

### Stenographer Helped To Close This Case

While we are talking about stenographers, quite recently the Chicago "Tribune" held a beauty contest. There was a \$1,000 prize for the best looking girl in five states. I had a prospect in an office that never would let me in. I'd call him over the phone, sometimes had lunch with him, but he never let me talk life insurance.

This time I went up and a nice little golden-haired stenographer came to me and she did not look any too pleasant. She said, "What do you want?"

I said, "I want to see you."

"What about?"

I said, "I want to get your photograph for the 'Tribune' contest."

Well, she fell all over herself, and said she did not have it. So I said, "Never mind, you can send it to me later; meanwhile, I want to speak to Mr. So-and-so."

She went in and I don't know what she told him, but it must have been something nice, for he came out and when he saw me he said, "How the hell did you get in here?"

I told him and he said, "You deserve my attention." So we talked it over, and to make the story brief, I wrote his application and it was a good one.

### Leaving Card Gets Results Two Years Later

On another occasion I was directed to see a friend of a friend of mine in an establishment that employed about 100 executives, in a great building where there were 4,000 clerks working. When I got to the gentleman's desk, I found that he was out of town. As I passed another desk a gentleman looked up and smiled. I smiled back and went up to him and said, "Somebody is buying life insurance every day. Some day you are going to buy it, and when you get ready there is the name of a man who knows all about it. Good-bye," and I walked out.

Two years afterward, when I had forgotten all about the incident, I found a

said, "I want to talk to my wife about it first." I said "All right," and the next morning I came back and saw at a glance that the thing was all off.

This man had a little girl 5 years old and he thought the world of her and I knew it. When I came up he said, "Well, we have concluded that we won't increase our insurance now. We have enough, and we have gone to a great expense to move here." Just then his telephone bell rang and he said, "Yes, dear, this is papa. Yes, papa is going to attend to that, you may be sure."

I said, "That is a very sweet little girl you have."

He said, "O yes."

"Very smart, I suppose."

"Oh very."

"You think a great deal of her?"

"Of course I do!"

I said, "I suppose, no matter what she asked, you would bring it home to her, if it is within your power to do it. Now suppose that little girl knew something about money matters and she had seen little children in her neighborhood move away because their father died broke, and she realized that; and she would say to you, 'Daddy, I wish you would bring me one of those papers—I don't know what you call them—that would give me \$50 a month as long as I live.'"

He tapped on the desk for a moment and said, "How much will that cost?" I told him, and he said "Write it up." That was appealing to his sentiment.

Jules Girardin is general agent of the Phoenix Mutual Life in Chicago and a former president of the Chicago Association of Life Underwriters. This address, delivered recently before the Cleveland Association, offers some noteworthy illustrations of the way in which the life salesman who is thoroughly alive to the possibilities of every interview may take advantage of some of the unexpected situations that come up and use them to help him in making a sale, instead of allowing them to interfere with bringing the interview to a successful conclusion.

telephone call on my desk, and I went to see the man by appointment. Even then I could not remember him. He said, "You were in here two years ago and you made the damndest approach and get-away I ever saw in my life. I put your card among my insurance policies intending to call you when I needed to increase my life insurance, and that time has now come." In about two weeks I had his check for over \$600.

### Asked Lawyer's Advice, and Then Sold Him

I have a lawyer friend who is vice-president of a trust company in Chicago, and I wanted to sell him an income policy. I presume your income policies are a good deal like ours—on the back there is an agreement. I went to this fellow and said, "Mr. So-and-so, I have a clause here that I have some doubt about. Before I show it to a friend of mine to whom I want to sell this insurance, I wish your opinion of it. Will you tell me whether it will hold water or not?"

He read it over and said, "By George, that is the toughest thing! I don't see how any woman will ever break that. You tell your friend that it is one of the finest things that has ever been put in a life insurance policy."

I said, "I am glad to hear you say that, because you are the friend I am talking about"; and I wrote him.

Now, so much with regard to making the approach; I will now tell you about a few of the cases I have closed.

### Where Appeal to Sentiment Got Results

A man in Chicago who carried a small policy with me moved to another town, promising that he would take a more important policy later on. I made two or three trips to see him, and finally he

Right across the street from my office in Chicago is the office of a man I had written for a total of about \$40,000 at different times. Our medical director happened to be visiting in Chicago, and I said, "Doctor, I want you to stand in that window until I tell you to get away." Then I called the man across the street and I said, "Mr. So-and-so, you see that man standing in my window?"

He said, "Yes, what about him?"

I said, "He is the grand mogul here; nobody can get through unless he says so, and he has come here at my personal request to examine 100 of my very good friends, you included. When can you come over?"

He said, "I'll be over at 3:30."

I hung up and said to the doctor, "Doctor, I want you to put in all the frills you can on this examination. You want to do things that no other doctor ever did."

The fellow came over and he was having matches struck to look into his eyes, and other things, and when he got through he came to me and said, "Was that the medical director?"

I said, "Yes."

He said, "Well, he certainly gave me a fine examination. I suppose you want to see me."

I said, "Yes."

"Well, come over Tuesday." I went over that day and fixed him up.

### Methods Followed in Meeting Competition

Now, there has been no competition in any of these cases. My theory about competition has always been to be fair with my competitor, to speak well of his company and never criticize his policy. I never criticize any man's judgment and I have won friends by it. I have had a few cases of competition

## How to Build Policies on Multiple Method

BY JAMES F. RUSSELL, JR.

Of the Baltimore Agency Connecticut Mutual

WE have found that it is a rather easy matter to boost a man \$500 or \$1,000, depending on whether the amount he said he could handle was \$2,000 or \$4,000 by telling him that we have found that the majority of people like to have their insurance in multiples of \$2,500, \$5,000, \$7,500, \$10,000, etc. We then call their attention to the fact that the reason for this probably is that if a man is asked how much insurance he carries, which is quite a popular question, if he states \$2,000, although it is only \$500 less than \$2,500, the sound of \$2,500 is much greater, even though it is only \$500 more, and he is put in an entirely different class, as a \$2,500, \$5,000, \$7,500 or \$10,000 man from the one who carries \$2,000, \$4,000, \$6,000 or \$8,000.

that I wish to tell you about, where I won out by simply observing that attitude.

A prominent doctor telephoned my office one day that he wanted figures on an ordinary life policy—he wanted the figures sent by mail. I knew that he was getting propositions from a dozen other companies, so I judged about 3 o'clock a good time to see him. He was just getting through his practice—a good looking chap. I said, "Doctor, you have called on me to sell you a \$20,000 policy by mail. I have violated your request by coming here in person because I feel that I cannot give you the right kind of service by mail or over the 'phone. If you have the time to listen to me I will be very glad indeed to tell you what I know."

He said, "Come in, I shall be very glad to see you."

I said, "Doctor, my first statement is going to surprise you very much. I don't represent the best insurance company in the world."

He said, "That does surprise me. Every man who has been in here has said that he represents the best company."

### Company as Good as Any—but Not the Best

I said, "I don't. I represent one just as good as any—there are none better—but it is not the best in the world. All those other fellows have good companies, but I have not come here to sell you a company; that does not belong to me. I have come here to sell you life insurance. That is all you want, isn't it?"

He said, "Yes."

I said, "Will you go over my policy contract?"

"Yes," he said. So we went down line by line, paragraph by paragraph, section by section, and when I found something that impressed him I took pains to impress him with it a little more. When we got down to the last page, to the form number of the policy, I said, "Doctor, is there anything in that policy you would like to have us take out?"

He said, "No."

"Is there anything you would like to have us put into it?" He said, "No."

I said, "Well, it is a perfect policy, then."

He said, "Mr. Girardin, I intended to give you that application before you got to the bottom of the second page. That has told me what I want to know. You are the fellow who has sold me life insurance. A lot of them wanted to sell me assets and dividends." He gave me his check for nearly \$1,000.

**ILLINOIS LIFE INSURANCE CO.**

**CHICAGO**  
JAMES W. STEVENS, PRESIDENT

**GREATEST  
ILLINOIS  
COMPANY**

**WANTS GOOD MEN  
AND  
WILL PAY THEM WELL**

*Insurance in force more than* **\$128,000,000**

#### HUGE DEATH BENEFIT PAID

**Accidental Demise of C. J. Curby of St. Louis Involves \$500,000 with One and \$1,441,000 in All**

The death of Clarence J. Curby, vice-president of the Smith & Davis Manufacturing Company of St. Louis, resulted in the payment of the largest death claim ever paid in St. Louis and one of the largest in the country. Insurance to the extent of \$1,441,000 was carried by Mr. Curby. The Missouri State Life carried \$500,000, the amount being paid within a week of the death. Mr. Curby, who was also president of the Automobile Club of Missouri, was a marksman of some renown and was accidentally killed while cleaning a gun at his home. This accidental death also brought into effect the accident policies which he carried. The companies which insured Mr. Curby are: Missouri State Life, \$500,000; Mutual Life of New York, \$210,000; Equitable Life of New York, \$175,000; New York Life, \$200,000; Phoenix Mutual Life, \$150,000; Massachusetts Mutual, \$55,000; Union Central, \$50,000, and the Penn Mutual, \$25,000. The accident policies were: Travelers, \$37,500; Continental, \$30,000 and Columbian National Life, \$15,000.

More than one quarter of the total amount had been written within the past 18 months, about \$450,000. It was also said that half of the total amount was made payable to the Smith & Davis Manufacturing Company. The combination of the personal and business insurance made this the largest death claim ever paid to any citizen of St. Louis, according to President M. E. Singleton of the Missouri State Life. An additional policy was affected, in that the Missouri State Life also covered the company with a group policy, Mr. Curby's policy being for \$1,500.

#### VOTE OF CONFIDENCE GIVEN

**International Life & Trust of Moline Reelects Old Officers—Large Amount of Stock Voted**

J. O. Laugman was re-elected president of the International Life & Trust of Moline, Ill., at the annual meeting and his associate officers were also re-elected. A few months ago the International was subjected to considerable notoriety on account of suit brought against it by the B. A. Shearer Agency and others, following the severance of relationships between the agency and the International. President Laugman declares that while he regrets the litigation and notoriety he believes that after all it has been a favorable thing for the company. The agency through B. A. Shearer, its president, and L. W. Johnson, the secretary, sent out considerable defamatory matter which caused a complete investigation by stockholders and policyholders with the result that after careful inquiry they have become more interested in the company than ever. At the annual meeting 99 percent of the stock was voted. This percentage of the stock expressed its full confidence in the management. Mr. Shearer and Mr. Johnson together with two attorneys were present and addressed the stockholders, reciting their grievances.

President Laugman deserves much credit for the way he has managed the International. He and his associates recently purchased the majority stock of the Iowa Life of Waterloo, Ia. J. E. Johnson and B. P. Hoist have been added to the board of directors of the Iowa Life. Mr. Hoist resides in Boone, Ia., and purchased the majority interest. Mr. Johnson has been made general manager. He was vice-president and treasurer before.

#### Equitable's New Statement

Considerable interest is manifested in the new annual statement of the Equi-

table Life of New York which shows that last year the company wrote new insurance of \$427,193,000, exclusive of \$30,114,000 of group business. The outstanding insurance on Dec. 31 had passed the \$2,000,000,000 mark. Over \$83,000,000 was paid to policyholders and beneficiaries during 1921 in death claims, matured endowments, dividends and annuities. The total payment to policyholders since organization of the company 62 years ago now amounts to \$1,450,000,000. The assets are \$655,301,000, an increase of \$28,000,000 over the previous year. The mortality rate for 1921 was the lowest in the history of the Equitable. A large increase was made in a number of policies payable on the monthly income plan, as well as those taken to protect business interests and to provide for inheritance taxes. An analysis of the company's 1921 writings shows that over 98 percent of the domestic death claims were paid within 24 hours after receipt of due proofs.

**"All that its  
name implies"**

The

**Square  
deal**

**Agency Contract**

Write for particulars.

**Guardian Life**  
Insurance Company

Home Office, Madison, Wis.

**FEDERAL UNION LIFE  
Insurance Company**

Cincinnati, Ohio

has just issued a very interesting booklet  
**"Suggestions for Increasing  
Your Income"**

and would be pleased to send a copy to every  
Life, Fire and Accident Agent in  
**Ohio, Illinois and Kentucky**

**The Accumulation Policy**

is a combination of insurance  
and investment in a new sense.

**Specimen Rate**

Age 35 . . . . . \$31.90 per \$1000

The continued payment of the rate  
creates increasing benefits each year.  
As a seller it has no competition.  
Write us about it.

**NATIONAL LIFE ASSOCIATION**  
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**MR. AGENT!**

Do you care for **QUALITY**, not  
**SIZE?** Age, Sound Experience.  
Low Cost, a Splendid Record  
for 70 years?

Then why not take a General Agency  
in its HOME STATE for

**THE ST. LOUIS  
MUTUAL LIFE**

OUR AGENTS AND POLICY HOLDERS  
STEEL! WRITE THE HOME OFFICE



## New York Life Insurance Co.

(Incorporated under the laws of the State of New York)

346 and 348 Broadway, New York, N. Y.

DARWIN P. KINGSLEY, President

### Income, 1920

Premiums .....	\$142,672,244
Interest and Rents .....	44,335,004
Other Income .....	6,782,885
Total Income .....	\$193,790,133

### Paid Policy-holders, 1920

Death Claims .....	\$35,036,558
Endowments .....	24,399,171
Dividends .....	31,981,555
Surrender Values, Etc. ....	23,432,313
Total to Policy-holders .....	\$114,849,597

New Paid Insurance in 1920 . . . .	\$693,979,400
Admitted Assets, January 1, 1921 . .	\$966,664,397
Legal Liabilities, January 1, 1921 . .	\$841,255,357
Reserve for Dividends and Other Purposes	\$125,409,040
Insurance in Force, January 1, 1921 . .	\$3,537,298,756

### BOARD OF DIRECTORS

LAWRENCE F. ABBOTT  
ALFRED L. AIKEN  
JOHN E. ANDRUS  
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## For Seventy-Seven Years

The idea conveyed by the words MUTUAL BENEFIT—"The good of the whole applied to the affairs of each one"—has been the guiding principle in the treatment of policyholders ever since this Company was organized in 1845. It has been emphasized anew in the 1922 policy contract now offered.

The provisions of the new policy have all been extended so far as possible to holders of old policies in accordance with the Mutual Benefit's principle of retroaction.

The Mutual Benefit has always been a purely mutual institution operating under a perpetual charter, dominated by the one thought of service to policyholders.

**The Mutual Benefit Life Insurance Company**  
of Newark, N. J.

## NATIONAL RESERVE LIFE INSURANCE CO.

GEO. GODFREY MOORE, President



HOME OFFICE - 1921 - TOPEKA, KANSAS

## WE WANT BIG MEN

Men With Big Earning Capacities As

Field Superintendents, Agency Managers, General Agents

In the Following States

**Kansas, Oklahoma, Arkansas, Missouri  
Iowa, Texas, Nebraska**

If you are a real producer, and can qualify for any of these positions and wish to make connections with the fastest growing life insurance company in the Middle West, write or wire the Home Office.

Having recently entered  
Indiana

### THE FRANKLIN

Life Insurance Company,  
of Springfield, Illinois,  
has several unusually attractive openings in that state for life men of general agency caliber.



Contract direct with the  
Company.



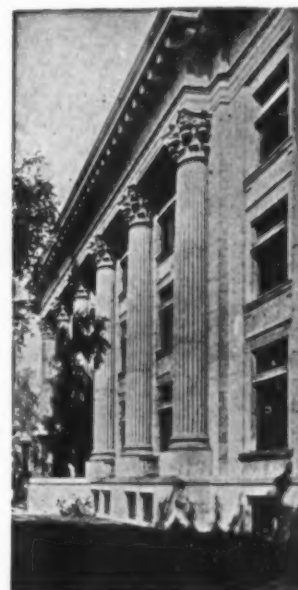
Over \$125,000,000 of insurance in force.



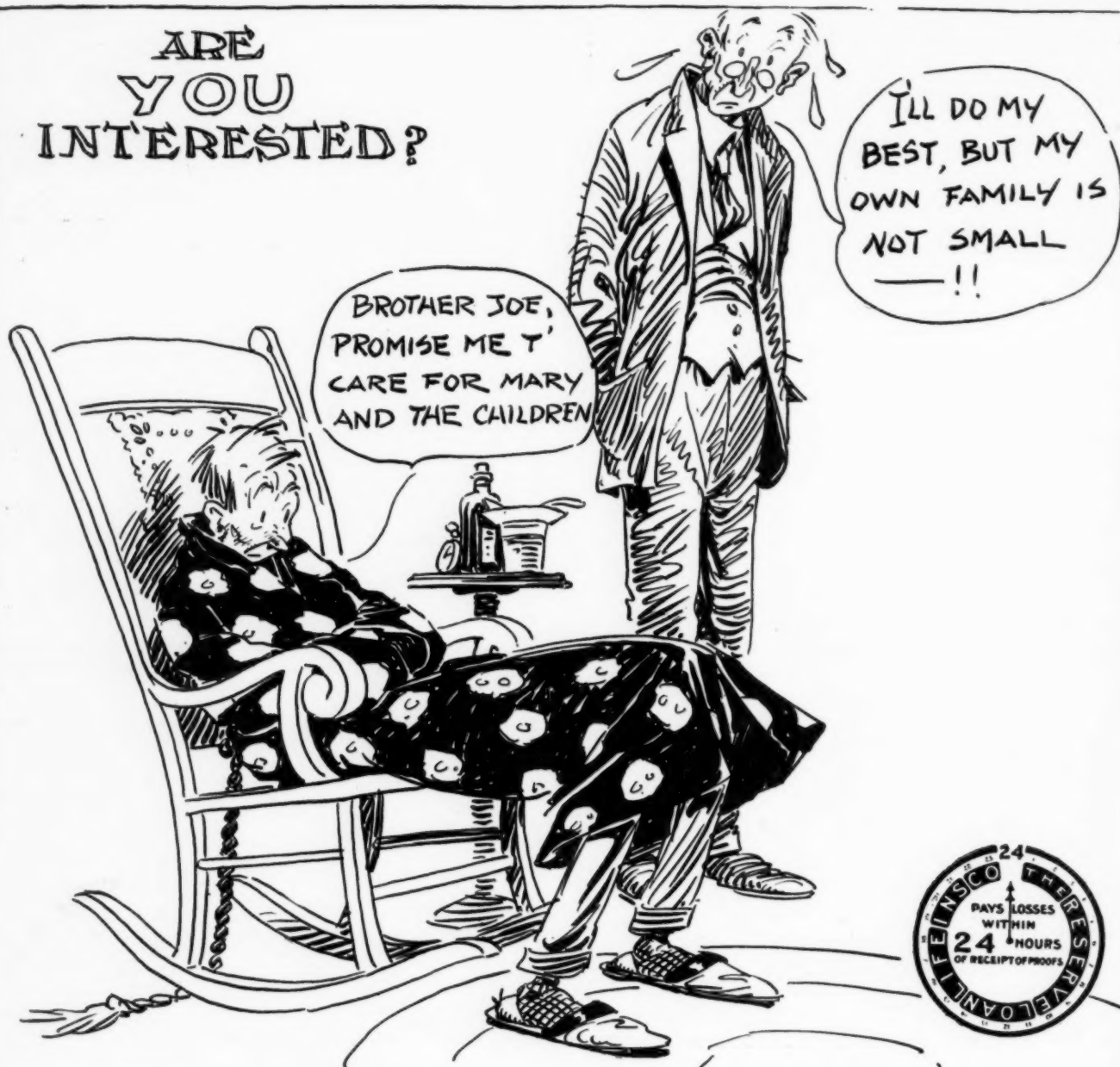
The remarkable growth and achievements of **THE FRANKLIN LIFE** are due to its traditional "Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

Write direct to the Home Office,  
Springfield, Ill.



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1922

Life Insurance Men—

A Contract with our Company will  
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